

Washington DC Metropolitan Region Bike to Work Day 2015 Event Draft Report



WASHINGTON
AREA
BICYCLIST
ASSOCIATION

Prepared November 10, 2015 by:

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Washington Area Bicyclists Association (WABA) staff included:

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Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike to Work Day 2015 a success.

The Bike to Work Day Committee



BACKGROUND and EXECUTIVE SUMMARY

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

Bike to Work Day planning began in September 2014 for the May 15, 2015 event. The Steering Committee's lofty 13 percent increase goal for the 2015 event was 19,000. Though the amount of registrants, 17,483 was lower than the goal, the number represents a 4 percent increase over 2014.

The approximate breakdown of registrants by the 79 pit stops was:

Pit Stop Name	Count
DC - Adams Morgan	503
DC - Anacostia	58
DC - Capitol Hill at Eastern Market	485
DC - Capitol Riverfront at Canal Park	284
DC - Coast Guard HQ - Ward 8 SE	48
DC - Columbia Heights	454
DC - Edgewood - Met Branch Trail	195
DC - Fort Totten	51
DC - Freedom Plaza	932
DC - Georgetown - Waterfront Park	552
DC - Glover Park	108
DC - Golden Triangle - Farragut Square	356
DC - Golden Triangle - L Street	293
DC - Mt. Vernon Triangle	382
DC - National Geographic	650
DC - NoMa	551
MD - Bethesda	709
MD - Bowie Old Town	18
MD - Bowie Town Center	48
MD - Capitol Heights	17
MD - College Park - City Hall	137
MD - College Park - Metro	55
MD - FDA White Oak	100
MD - Frederick	398
MD - Friendship Heights	126
MD - Gaithersburg	154
MD - Greenbelt	147
MD - Hyattsville	124
MD - Indian Head	51
MD - National Institutes of Health Bldg One	476
MD - Naval Support Activity Bethesda	144
MD - North Bethesda - Nuclear Regulatory Commission	212
MD - Oxon Hill	78

MD - Port Towns - Edmonston (Afternoon)	3
MD - Port Towns - Edmonston (Morning)	31
MD - Rock Springs Business Park	111
MD - Rockville - Fallsgrove	222
MD - Rockville - Rockville Town Center	222
MD - Rockville - Twinbrook	124
MD - Silver Spring - Discovery Place	434
MD - Suitland	40
MD - Takoma Park - Downtown/Old Takoma	162
MD - Takoma Park - Silgo Creek Trail	58
MD - Takoma/Langley Crossroads	11
VA - Alexandria - Carlyle	283
VA - Alexandria - Del Ray	189
VA - Alexandria - Mark Center	103
VA - Alexandria - Old Town	543
VA - Arlington - Ballston	555
VA - Arlington - Crystal City Water Park	571
VA - Arlington - East Falls Church	153
VA - Arlington - Rosslyn	953
VA - Arlington - Shirlington	200
VA - Arlington Columbia Pike/ Penrose	164
VA - Burke VRE Station	63
VA - Dumfries	12
VA - Fairfax City Downtown	96
VA - Fairfax County Government Center	137
VA - Fairlakes	69
VA - Falls Church (Afternoon)	58
VA - Falls Church (Morning)	307
VA - Haymarket	14
VA - Herndon	428
VA - Leesburg	280
VA - Manassas - George Mason University	61
VA - Manassas - Kelly Leadership Center	25
VA - Manassas - VRE Station	54
VA - McLean	62
VA - Merrifield - W&OD Trail	175

VA - Mosaic	69
VA - Mt. Vernon - Collingwood Park	38
VA - Reston - Wiehle-Reston East Metrorail Station	507
VA - Rippon Landing VRE Station	13
VA - Springfield/Metro Park at Walker Lane	122
VA - Sterling	361
VA - Tysons Corner Center	99
VA - Vienna	340
VA - Woodbridge - Chinn Center	35
VA - Woodbridge - VRE	30

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, and heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections secured \$47,100 in cash sponsorship donations that went towards the overall regional marketing efforts.

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

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2015, included:

- Web site designed and maintained by Commuter Connections.
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA's membership.
- Providing links from the local Transportation Management Associations' (TMA web sites to WABA's site).
- A radio campaign produced and placed 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 Communications Office, Commuter Connections and WABA.
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through REI, bikes@vienna, and BicycleSPACE.

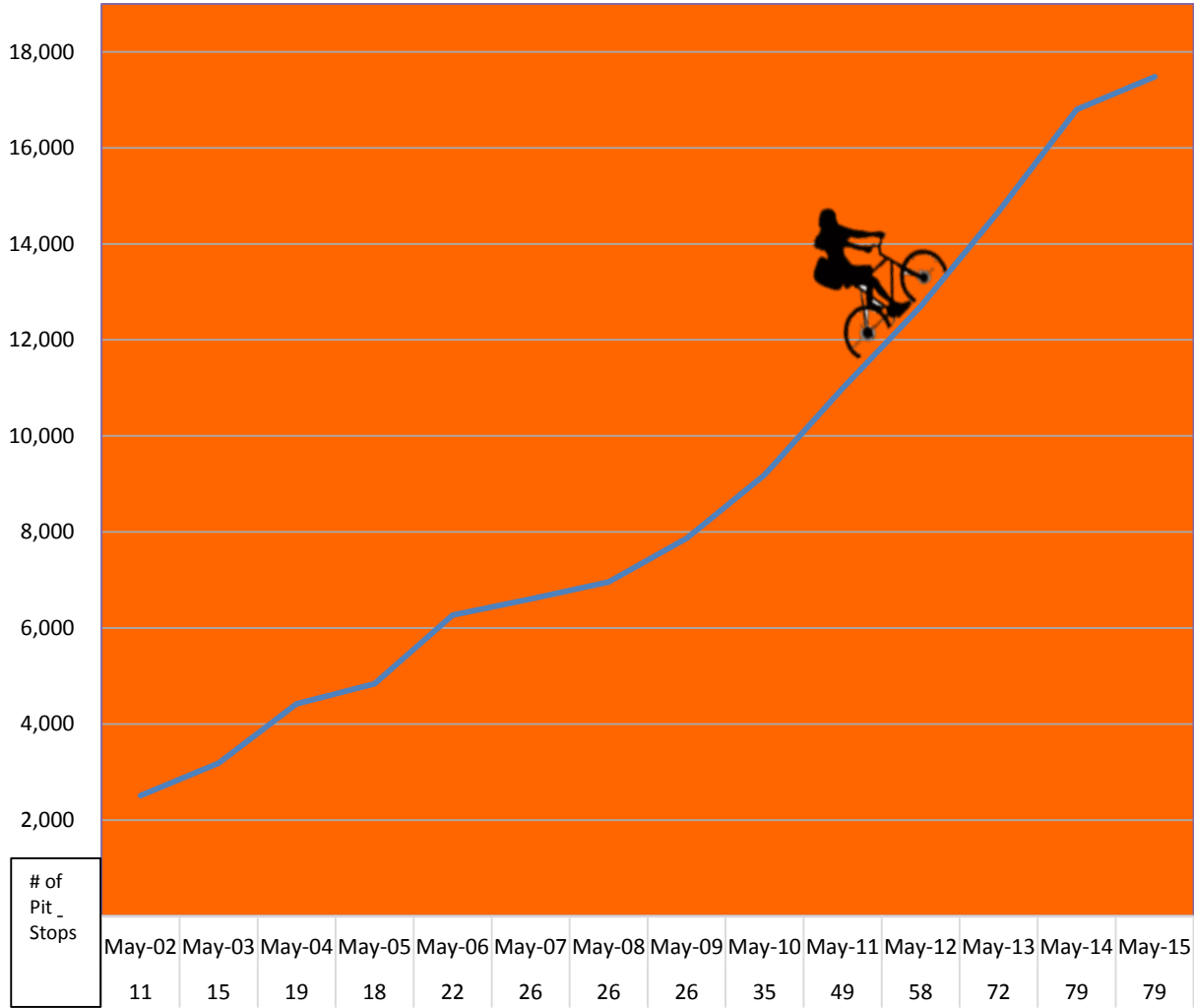
In addition, 18 confirmed bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a pit stop where cyclists received free refreshments, t-shirts and other

giveaways. Many pit stops had additional activities for bicyclists and are described later in this report.

Since 2000, the Metropolitan Washington Council of Governments Commuter Connections has worked to increase awareness of bicycling to work as a viable option by joining with the Washington Area Bicyclist Association (WABA) in their efforts to promote and coordinate the region's annual Bike to Work Day event. Commuter Connections created a regional marketing effort that helped to increase the number of cyclists participating in the yearly event by 250% from 2005 to 2015. 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 sustainable means of transportation to and from work.

Since 2006, the Bike to Work Day Event has a budget line item for the Commuter Connections Work Program. 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.

BTWD Registration Growth By Year





Bike to Work Day - May 15, 2015 Regional Sponsorship Declaration

Please Return by December 31, 2014

Please check one of the following Sponsor Levels:		Cash	In-Kind
GOLD SPONSOR LEVEL	\$7,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mentioned as major sponsor on over 100 Radio ads, Social Media, plus all Silver and Bronze level items</i>			
SILVER SPONSOR LEVEL	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on 14,000 T-Shirts, Press Release, plus Bronze level items</i>			
BRONZE SPONSOR LEVEL	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on Website and 80,000 Posters and Rack Cards</i>			
If In-kind donation, please describe: _____			

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

Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

e-mail: _____ Phone: _____

Website: _____

Signature _____ Date: _____

Please make check payable to the **Metropolitan Washington Council of Governments (COG)**
777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to dfranklin@mwkog.org in a high resolution format for quality reproduction by January 30, 2015. Preferred format is eps. E-mail signed form to dfranklin@mwkog.org or fax (202) 962-3202. Contact Doug at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



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 2015 event:

Top Level Sponsors:

Marriott International	Gold
REI	Gold
ICF International	Gold
Bike Arlington	Silver
JBG Companies (Twinbrook)	Silver
Transurban	Silver
BicycleSPACE	Silver
KIND	Silver
City of Alexandria	Silver
Earth Justice	Silver
Crystal City BID	Bronze
Potomac Pedalers	Bronze
CCCT	Bronze
General Dynamics	Bronze
AAA Mid-Atlantic	Bronze
Bikes@vienna	Bronze
Kimpton Hotels & Restaurants	Bronze

Other regional sponsors:

Bike and Roll	In-kind
goDCgo	In-kind
BicyclePASS	In-kind
Green Guru	In-kind
Portland Design Works	In-kind
Abus	In-kind
Brompton	In-kind
Ortlieb	In-kind
Chrome	In-kind
Whole Foods	In-kind
Jamis	In-kind

HIGHLIGHTS FROM AREA PIT-STOPS

Adams Morgan: A great day at the Adams Morgan pit stop thanks to beautiful weather, the WABA Bike Ambassadors, CityBikes, BicycleSPACE, Tryst (for coffee, bagels and bananas). About 350 people came through the pit stop and lingered for a while. CityBikes did a bike repair clinic and both shops donated raffle items. There were raffle items every 30 minutes. Ward 1 Council member Brianne Nadeau was in attendance. The few left over shirts were taken to the Columbia Heights pit stop in the afternoon.

Alexandria – Carlyle: The 4th annual Carlyle Bike to Work Day Pit Stop welcomed perfect weather and a record turnout. Registrations were up 15% over 2014 and attendance was nearly 200 registered cyclists. During the event, Alexandria Councilman Justin Wilson, who cycled over to Carlyle's Pit Stop, accepted a donation check from Pit Stop sponsor, Carlyle Council, to the City of Alexandria's Capital Bikeshare Program. Carol Goodart, Carlyle Council Board member presented the check to Councilman Wilson and said: "We work closely with the City to encourage workers and residents to get out of their cars and take transit, ride bikes or walk to their destinations. The City installed two Capital Bikeshare stations last year in Carlyle and more are planned for the future. It is my pleasure to present Councilman Justin Wilson with this check to the City of Alexandria for Carlyle Council's \$100,000 donation to the City's Capital Bikeshare Program." Attendees were treated to Potbelly's oatmeal bar and Whole Foods power bars while listening to Alan MacEwen, a guitarist with the well-known local band, The Grandsons, who performed for the first time at Carlyle's Pit Stop. Carlyle's Pit Stop generous sponsors donated food, raffle gifts, volunteers and exhibit items:

Alexandria Renew	Regus
Eisenhower Partnership	SHRM
Homebased Health Services	Simpson Real Estate
One Life Fitness	Services
Popped	The Motley Fool
Post	The Westin Alexandria
Properties	USPTO
Potbelly	Wheel Nuts
Potomac Riverboat Co.	Whole Foods Market
Red Brick Town	Velocity Coop

Alexandria – Del Ray: The Del Ray pit stop had 189 registrants. The event was held from 6am to 9am at Colasanto Park.

Alexandria – Mark Center: There were 103 registrants for the pit stop. The event was held from 7am to 9am.

Alexandria - Old Town: In 2015 the City of Alexandria had 531 Bike to Work Day registrants at its Old Town pit stop. Out of the 531 over 400 showed up the day of to pick up their free shirt! In addition to bikers, 12 City employees volunteered to help sign in bikers and help out the over 15 exhibitors that came to promote their products, services and organizations. The weather for the event could have not been any better as bikers

enjoyed food and snacks coffee from Misha's and Sugar Shack, and great freebies from other exhibitors. Bikers were also treated to over 20 donated raffle prizes that were raffled off about 15 minutes. Prizes ranged from passes for the Potomac Riverboat to tune-ups from Bike and Roll and Bicycle Pro Shops. Mayor Euille attend the event and address the crowd on the benefits of biking.

Anacostia: There were 58 registrants for the pit stop. The event was held from 7am to 8:30am at Washington Housing & Community Development building.

Arlington – East Falls Church: There were 153 registrants for the pit stop. The pit stop also had an event from 4pm to 7pm for commuters heading home from their worksites.

Arlington – Rosslyn, Columbia Pike, Shirlington, and Ballston: Bike to Work Day 2015 was a huge success! Arlington had a total of 6 pit stops: Rosslyn and Ballston were directly run by BikeArlington, Shirlington and Columbia Pike had the assistance of Phoenix Bikes and the Columbia Pike Revitalization Organization, respectively. BikeArlington also helped to provide marketing for the East Falls Church and the Crystal City stops. In total there were almost 2600 registrations in Arlington. Rosslyn had 953 registrations, Ballston had 555, Crystal City had 571, Columbia Pike had 164, East Falls Church had 153 and Shirlington had 200.

The Rosslyn pit stop was again held at Gateway Park and the Ballston pit stop was held at Freshbikes bike shop. The Columbia Pike location was held at Penrose Square and the Shirlington was located just outside the public library. DJs played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. An instant winner raffle/giveaway was implemented again this year with prizes for each cyclist. In addition to small prizes for everyone, more than 325 medium prizes valued at \$10-\$30 and more than 150 large prizes valued at \$30-\$100 were given out among all pit stops.

Refreshments included bagels, granola bars, bananas and coffee from Java Shack/Commonwealth Joe's. In Shirlington Best Buns provided the refreshments and at Columbia Pike there was pie from the Acme Pie Company. Unicyclists dressed as Game of Thrones characters entertained the crowd throughout the morning. Sign spinners directed cyclists to the pit stops. In attendance at Rosslyn was Congressman Don Beyer who rode his bike from Alexandria and Arlington County Board member Walter Tejada who spoke on Arlington's bicycle friendliness. Ballston was graced by the presence of Arlington County Board member Jay Fisette.

Partner organizations on hand included: ACE Physical Therapy and Sports Medicine Institute, Arlington Initiative to Rethink Energy, Enterprise CarShare, Northern Virginia Tour de Cure (American Diabetes Association), PAL Ambassadors, Potomac Pedalers, WABA, Bruce Deming: The Bike Lawyer, Kasper's Cargos Bicycle Copilots program, KIND Snacks, National Parks Service, Opower, Pivot Physical Therapy, REI, Revolution Cycles, Tap It, Team In Training, Trek Bikes, Zipcar, Arlington Sports, AFA Cycling Classic, Ballston BID, Car Free Diet, Copperwood Tavern, National MS Society, Phoenix Bikes, The Fit Decision, Gold's Gym, Friends of the W&OD

The weather was great, so almost all of the registered attendees showed up, including many day-of registrants as well. A special thanks goes out to all the partnering

organizations as well as all the wonderful volunteers, without which such a successful event could not have come to fruition again.

Bethesda: The Bethesda Pit Stop had 436 participants check in on-site and over 700 bicyclists pre-register.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. This year's program included Proclamations from the State Comptroller, Montgomery County, the State of Maryland, as well as from the Maryland State Legislature and Montgomery County Council. The complete list of speakers included:

- MD State Delegate **Ariana Kelly**
- Comptroller **Peter Franchot**
- MD State Senator **Susan Lee**
- MD State Delegate **Marc Korman**
- **Michael E. Jackson**, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation
- Council Member **Roger Berliner**
- **Ken Hartman**, Director of the Bethesda-Chevy Chase Regional Services Center

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, Icebreakers, Griffin Cycle, Whole Foods, WABA, Montgomery County Police, Fitness Together, REI, Dahn Yoga, City Sports, Smoothie King, Capital Crescent Trail Coalition, Broadpoint, Bethesda Green, Smoothie King came out with staff to provide samples and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Carr Workplaces provided coffee from Dunkin Donuts. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 11th Annual Bicycle Commuter Spirit Awards. This year's winners were Claudia Blackburn and Morris Klein. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine and WUSA DC Channel 9. Professional event photography was done by Danny Peck.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included:

Bethesda Bagels
Bethesda Court Hotel
BroadPoint

Bethesda-Chevy Chase Chamber of Commerce
Bethesda Green
Carr Workplaces

City Bikes	City Sports
Coalition for the Capital Crescent Trail	Cystic Fibrosis Foundation Cycle for Life
Dahn Yoga and Tai Chi	DrinkMore Water
Fitness Together	Griffin Cycle
Hilton Garden Inn	Icebreakers
Manny and Olga's Pizza	Montgomery County Police
Original Pancake House	REI
Residence Inn	Ride to Conquer Cancer
Rockville Family Chiropractic Clinic	Ruth's Chris Steakhouse
Whole Foods	

Bowie Town Center: – A total of 29 participants, including two “walk-ups” attended the Bowie Town Center pit stop. Hours were from 6:30 AM to 8:30 AM. This was the 12th year this location has hosted a pit stop on Bike to Work Day. Breakfast foods, coffee, juices and water were donated by the Simon Property Group, owners of the Town Center shopping center.

Bowie Old Town: Eleven registrants attended the Bowie Old Town pit stop, which was again held at the Huntington Fire Station (Company #19). Hours were from 6:30 AM to 8:30 AM. The City donated snacks and beverages; firefighters at the station assisted City staff with setting-up and taking-down the display.

Burke: It was an amazing event, the turnout was great. The riders came out to get their t-shirt and enjoy the wonderful morning with giveaways and food. It was a better attended event in 2015 than in 2014; we had Fairfax County Police department in attendance; as well as the bike lane (a local bike shop) and the Springfield Wholefoods, who supported the event with food in addition to a bike mechanic. Finally, Mr. Alan young from FABB, who is a continuous supporter of the event and participates every year. Thanks to everyone who made this event a great success

Capitol Hill BID: The Capitol Hill BID, Capitol Hill Bikes, and City Bikes sponsored a pit stop at the Eastern Market metro plaza between 7:00am - 9:00am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free hot and iced coffee, and Harris Teeter donated snacks for the event. Capitol Hill BID had their information on display and Capitol Hill Bikes and City Bikes will had representatives on hand to pump air in bike tires and perform maintenance checks. The event was a great success with about 350 participants attending.

Capitol Heights: The pit stop had 17 registrants. The event was held from 6:30am to 8:30am at Maryland Park Bicycles.

Capitol Riverfront: The pit stop had 284 registrants. The event was held from 7am to 9am at Canal Park.

Coast Guard Headquarters: There were 48 registrants for the pit stop. The event was held from 6am to 9am at the U.S. Coast Guard Headquarters.

College Park City Hall: College Park's City Hall pit-stop welcomed the return of sunny skies to our 2015 Bike to Work Day event. More than 100 registrants and other attendees enjoyed a great time from 6 - 9am. We provided plenty of energy food and refreshments. Bagel Place provided us with coffee and bagels. City Councilmember Patrick Wojahn gave a presentation about the importance of regional on-road bicycle accommodations, just before departing with a bike convoy to DC. City Councilmembers PJ Brennan and Fazul Kabir also stopped by on their ride to work demonstrating the City's support for the event. Our first visitor of the day was also our longest-distance rider. College Park was their first pit stop during a more than 25 mile ride from West Laurel to Alexandria.

The University of Maryland loaned TerpRide, a customized event bus, to entertain the crowd. There were also free bike repairs and tune-ups courtesy of College Park Bicycles. With prize drawings every 5 minutes, all of the registered participants had a great chance of winning something from the large selection of raffle prizes: water bottles from REI and Proteus Bicycles, gift certificates from Plato's Diner and Hanami Restaraunt, Nationals tickets from the College Park Car Wash, comprehensive bike tune-ups from College Park Bicycles, and lovely flower arrangements from Woods Florists.

Special thanks go out to City staff William Fleming, Angie Martinez, Janet McCaslin, Michael Stiefvater, and University of Maryland staff Anna McLaughlin, Dan Hayes, Mike Levengood and Nick Canada. In addition, the ongoing support of College Park's Committee for a Better Environment is always appreciated and helps to make this event a continued success. We look forward to Bike to Work Day 2016!

College Park Metro: There were 55 registrants for the pit stop. The event was held from 4pm to 7pm.

Columbia Heights: Once again our afternoon pit stop at Columbia Heights Plaza was great: a good crowd of contented cyclists and committed volunteers, fabulous Spring weather, and plenty of prizes for the quarter-hour drawings. Representatives from Bicycle Space and WABA staffed an information table, and were joined by officers of the Third District of the Metropolitan Police. Bicycle Space mechanics, also, were continually active answering biking questions and tuning up equipment in preparation for a glorious Summer of commuting and riding. The Triangle Apartments sported the bright-orange banner overlooking the plaza, and Giant provided fruit and beverages. 335 people registered for the pit stop, and 128 collected their T-shirts; and additional 85 registered on-site, or had registered for another pit stop and made an appearance at Columbia Heights, too. Thanks to our 5 dedicated volunteers, and to all of the sponsors!

Crystal City: This year saw a complete 180° from last year's weather. The pit stop was set up in the Crystal City Water Park all week from 7:00 AM to 9:00 AM, and had nice weather each day. This year there were custom Crystal City cycling jerseys given to the top 100 riders of the week. There 82 people who rode every day, and another 25 ride at least 4 days. It was decided to give jerseys to the top 107 to the 5 & 4 Day riders. There was an average of 125 riders each morning from Monday to Thursday.

Dumfries: BTWD was a great success in Dumfries this year. The weather was rider perfect and we had an even dozen stop by the Dumfries Community Center for bagels,

OJ, cereal bars, t-shirt, and a gift bag compliments of BTWD. Our biking riding infrastructure in Dumfries is uneven at best but has been coming together piece by piece over the last decade, making biking safer but still sketchy along Route 1 corridor. But still a great day for all and numbers are growing in Dumfries BTWD.

Edgewood Met Branch (DC): The Edgewood Met Branch Trail pit stop had another successful year. It is the only pit stop located on the Met Branch Trail. Organized by the adjacent community with support from Bicycle Space and attended by the newest addition to the neighborhood, Gearin' Up Bicycles, the pit stop was attended by hundreds of cyclists. The stop's volunteers enthusiastically cheer on passing cyclists and offer free repairs.

Fairfax Government Center: This year the pit stop was moved to the Government Center from the Fairfax Corner Retail Center. A well-rounded turnout and had interest from other Fairfax County Employees and visitors, who were interested in the event and stopped by. Participation from others included REI, whom was our on-site mechanic; Connector, the Fairfax County transit service, which brought their MAT bus, a training bus equipped with an audio system that provided music and gave interested rider the opportunity to try loading/unloading their bikes from the bus. Finally the County's Live Well health program participated by giving out sunscreen and had a table hosted by the local bike advocates, FABB. Over all it was a successful event and would like to thank all who participated.

Fairfax City: The Fairfax City Downtown Pit Stop had a new location this year at the City's new downtown park Old Town Square. We were located on a highly visible corner of the City's downtown thoroughfare and had many people stop by to inquire about the event that hadn't heard about it previously. All three of the bike shops located in the City participated at the pit stop, inspecting and fixing participants bikes and giving away free items such as wool socks. Local business sponsor Massage Green Spa was on hand to help relax the participants. We also had a map posted and asked participants to draw their route so we can collect data for future planning efforts. There were water bottle and bag giveaways from Cardinal Bank and we had special prizes that were awarded and given out after the event courtesy of over a dozen local businesses. The City of Fairfax Police Department volunteered a bike patrol officer to talk about rules of the road. The Chief of Police even biked to the pit stop himself. We were also joined by Mayor Silverthorne, Delegate Bulova and Councilman Greenfield. The participants seemed to really like the new location and giveaways we offered. We expect to use the same location next year.

Fair Lakes: There were 69 registrants for the pit stop. The event was held from 6am to 9am at the Fair Lakes Shopping Center.

Falls Church: The weather was much improved compared to last year. Although cool and cloudy, there was a much higher attendance at the Falls Church pit stop compared to 2014. Local bike shop and perennial sponsor Bikenetic provided substantial encouragement to riders and support for the event.

Fort Totten: There were 41 registrants for the pit stop. The event was held from 6:30am to 9:30am at the Metro station.

Freedom Plaza (DC): The Downtown DC Business Improvement District (BID) hosted almost 900 registrants at Freedom Plaza for this year's Downtown pit stop. Several partners helped to make the event a success, including BicycleSPACE, who provided a red carpet, Whole Foods – P Street, who provided bananas, KIND, who provided snack bars, DC Water, who provided free TapIt water bottles and drinking water, and goDCgo who provided a Circulator bus to allow riders to practice loading their bikes onto the bus rack. Two Wheel Bike Valet Provided complimentary bike valet.

Attendees were treated to several prize drawings, which included a bicycle and accessories donated by BicycleSPACE, tune ups donated by Bike and Roll, gift cards to local restaurants, and Capital Bikeshare Annual memberships.

Several VIPs biked into the event and shared a few words of encouragement with the crowd, including U.S. Deputy Secretary of Transportation Victor Mendez, Congressional Bike Caucus co-chairmen, Rep. Earl Blumenauer of Oregon and Rep. Vern Buchanan of Florida, Phil Mendelson, D.C. City Council chairman, Councilmember David Grosso, Councilmember Brianna Nadeau, and Director of DDOT, Leif Dormsjo.

In between speakers and prize drawings, attendees visited the event exhibitors while munching on KIND bars, fruit, and coffee. AAA, BicycleSPACE, Bike and Roll, Crunch Gyms, DC Water, FreshFarm Markets, goDCgo, National Pedicabs, Potomac Pedalers, Riide, and WABA were this year's exhibitors.

Frederick: Frederick had a record-breaking Bike to Work Day event in 2015, with over 400 registered riders (up 45% from 2014).

Enthusiasm was high as the Pit Stop included food and drinks donated by Dunkin Donuts, Giant Eagle, My Organic Market (MOM), The Common Market, Wegman's, Gravel & Grind, Glory Doughnuts and more.

The crowd was welcomed by Frederick Mayor Randy McClement, County Councilwoman Jessica Fitzwater, Congressman John Delaney's representative Sam Sevier, MD Delegate Carol Krimm. The MC was John Fieseler of the office of Tourism. The Parks & Rec department provided tables and chairs for food suppliers & vendors, which included The Bicycle Escape (who also donated a bike for the raffle), State Farm Insurance, the Common Market, Gravel & Grind and TransIT.

The annual pre-event Registration Celebration was held at Clemson Corner Shopping Center. The Bicycle Escape allowed us to set up a registration center at their store. Retailers provided free massages (Massage Envy), the Frederick Wine House had wine and cheese tastings at their storefront and pizza was donated from Coal Fire Pizza. 100 people participated in the event.

An online post-event survey indicated that 84% of participants were very satisfied with the event, 84% of registrants would recommend the event to a colleague or friend and 29% use biking as a commute mode.

Friendship Heights: Bike To Work Day 2015 kicked off the third year of the Friendship Heights (MD) pit stop, located on Wisconsin Avenue in Chevy Chase on the Wisconsin Place plaza, at the Western Avenue District line. One hundred twenty riders registered and, of those, 112 checked in. In addition, there were 75 walk-ups for a total attendance of 187, a significant increase over the previous two years.

Visiting VIPs included Village of Friendship Heights Mayor Melanie Rose White; Town of Somerset Councilmember Barbara Condos; Mayor Jeffrey Slavin, Town of Somerset; and John Mertens, Friendship Heights Village Council. Montgomery County Commuter Services was assisted by staff from Sharp & Company, the County's contractor for employer outreach in Friendship Heights.

Pit stop exhibitors and donors included:

- Clyde's of Chevy Chase
- Whole Foods
- Drink More Water
- Montgomery County Dept. of Environmental Protection (MC DEP) – "Green Team"
- Wisconsin Place
- All-In-One Entertainment
- The Bicycle Place
- FitCrush
- Zipcar
- Island Press

Friendship Heights TMD Advisory Committee members assisted with rider check-in and refreshments:

- Barbara Condos
- Campbell Greaub
- John Mertens

Charles Crerand, Wisconsin Place manager and also a TMD Advisory Committee member, provided on-site storage for all event supplies. The Grand Prize drawing for the bicycle was held immediately after the event. The winner of the Trek 7.2 Hybrid was Matthias Kretschmer from Wedding Wire, a Friendship Heights employer.

Gaithersburg: There were 154 registrants for the pit stop. The event was held from 7am to 9am along Orchard Ridge Drive at Great Seneca Highway.

Georgetown – Meigs Park and Waterfront Park (DC): The Georgetown BID hosted a pit stop for the third year in a row at this location, and it was certainly the biggest turnout to date. With an estimated 550 attendees throughout the morning, we had great and enthusiastic crowds starting at 7:00 AM. Many area vendors offered freebies for cyclists including:

Dean and Deluca – bottled water and juice samples
Sprinkles Cupcakes – mini-cupcakes
Patisserie Poupon – cookies and madeleines

Baked and Wired - Granola

Revolution Cycles – free bike tune-ups, and an e-bike demonstration

Starbucks coffee – Coffee and all the fixings

Cove – Sign-up specials, sunglasses and mouse pads

Georgetown BID – water bottles and other items

In addition to those items, the GBID distributed the BTWD t-shirts, socks, seat covers, light sets, donations from marquis sponsors, and did a raffle for the Ortlieb Panniers as a grand prize, splitting the package so that there would be two winners – both of whom were exceedingly grateful to win. With the large attendance, the giveaways ran out by 9:00, but nearly everyone who registered for a t-shirt got one, and all attendees got something to eat, drink, or take home. The great weather helped everyone attending and working the event stay enthusiastic, and this turned out to be the best bike to work day yet for Georgetown.

Golden Triangle – Farragut Square: There were 355 registrants for the pit stop. The event was held from 7am to 9am.

Golden Triangle – L Street (DC): There were 292 registrants for the pit stop. The event was held from 7:30am to 9am.

Greenbelt: Bike to Work Day 2015 was the fourth year for the Greenbelt Pit Stop. A committee of five City of Greenbelt employees organized the event at the Greenbelt Aquatic and Fitness Center. There were 147 bikers registered with 101 passing through

Jeff & Laurie Lemieux of Proteus Bicycles in College Park led 13 bikers on a convoy to downtown Washington DC. There was an express route directly to Freedom Plaza and a local route via College Park to Freedom Plaza. Arrow Bike Shop and Proteus Bicycles provided mechanics who stayed busy the entire two+ hours.

In addition to food and drinks, each rider received a t-shirt and swag, including custom printed spoke sliders. Thanks to our sponsors for food, swag and raffle prizes: Anacostia Trail Heritage Area, Greenbelt COOP Grocery, Arrow Bicycle of Hyattsville, Proteus Bike Shop of College Park, Chef Lou Desserts, Prince George's County Department of Public Works and Transportation. New sponsor this year was DrinkMore Water.

Haymarket: There were 14 registrants for the pit stop. The event was held from 6am to 9:30am at Haymarket Bicycles.

Herndon: There were 362 registrants for the pit stop. The event was held from 5:30am to 10am. On Friday, May 17, the Town of Herndon hosted a bike pit stop close between the Herndon Depot Train Museum and old Town Hall, just off the W&OD trail. Participants were encouraged to register for the event and then check in at one of the pit stops. The biking store A-1 Cycling was the first bike shop sponsor for the Town of Herndon and helped begin the Herndon bike pit stop. In 2013, the bike and coffee shop Green Lizard Cycling opened a lease at the Nachman Building in downtown Herndon on 718 Lynn St. "We now have two great supports in Green Lizard and in A-1. We also have community groups that come and participate," said Cindy Roeder. "We have a great representation of people who are passionate about biking."

Hyattsville Macgruder Park: There were 124 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Indian Head: There were 51 registrants for the pit stop. The event was held from 6am to 11am at the Village Green Pavilion. In attendance were: Debra M. Davis - Charles County Commissioner, John Hartline - Executive Director, Tri-County Council for Southern Maryland, and Brandon Paulin - Mayor, Town of Indian Head.

Leesburg: Bike to Work Day was a festive in Leesburg, where the pit stop gained some 40 registrants over the prior year. Close to 200 cyclists visited this stop in downtown Leesburg's Raflo Park. The event was held from 6 a.m. to 9 a.m. Cyclists were offered a variety of refreshments including bagels, doughnuts, bananas, juices, coffee, and a selection of grab and go snacks. Loudoun County transportation staff distributed T-shirts and branded prizes: bright orange bicycle seat covers and easy-to-stash recycled bags. Several participants were selected at random for prizes such as bike locks, lights and other accessories. Mechanics from Bicycle Outfitters were on hand to assist with bicycle adjustments. A new bicycle was raffled at the conclusion of the event.

Manassas GMU: A good event at the George Mason University - Science and Technology campus pit stop. The weather cooperated this year and 61 people registered for the pit stop. Prince William Trails and Streams Coalition hosted the pit stop with support from A-1 Cycling and the Freedom Aquatic and Fitness Center. Lockheed-Martin provided the largest number of riders stopping by the pit stop before heading over to the Lockheed-Martin campus. There were tasty treats and refreshments courtesy of Wegman's in Gainesville. Freedom provided giveaways for the participants. Participants remarked that they really liked the orange Bike to Work Day t-shirts. Several of the riders mentioned that it was much easier/safer to bike to work now that there is a path along University Blvd. It is clear that the improved infrastructure is promoting increased bicycling. Ron Carmichael, COO for the George Mason University - Science and Technology campus stopped by early to talk with riders. Several people stopped by who were biking from Bristow to Chantilly and Centreville among other places. Special thanks to Ed Dandar, PWTSC board member, and Amanda Meiklejohn, Recreation Program Manager, Freedom Aquatic & Fitness Center, for volunteering at the pit stop.

Manassas Kelly Leadership Center: There were 25 registrants for the pit stop. The event was held from 6am to 9:30am near the route 234 bike trail.

Manassas VRE: Great weather, friendly volunteers, and quiet streets brought 35 riders to the Manassas Train Depot between the hours of 6am until 9am. Historic Manassas, Inc. (HMI) hosted the pit stop with volunteer support from Manassas resident and bicycle enthusiast, Allen Muchnick. Allen also donated his time to assist cyclists with mechanical problems. He brought out a full bicycle mechanics platform and tools to work on any bicycles. A few cyclists took advantage of Allen's expertise. With coffee, water, and snacks provided, participants also were given various brochures along with water bottles, maps, and Bike to Work Day tee-shirts. HMI provided giveaways for the participants. Susan Collins was the first cyclist of the day and won the raffle. The VRE provided tickets which were distributed to cyclists throughout the morning. The bright orange tee-shirts were a huge hit with the cyclists. Several of the cyclists were from Lockheed-Martin's

facility in Manassas. Other cyclists stopped at the Manassas VRE pit stop on their way to work in Fairfax County and the District of Columbia. Many remarked how safe the roads were due to improved infrastructure in the county along with more knowledgeable citizenry on cycling in the county and beyond. Most of the cyclists commented on continuing to cycle to work and for pleasure past this event and were looking forward to the 2016 Bike to Work Day.

McLean: There were 62 registrants for the pit stop. The event was held from 6:30am to 9am at Greenberry's Coffee Shop.

Merrifield - Mosaic: There were 69 registrants for the pit stop. The event was held from 6:30am to 9am at Strawberry Park.

Merrifield – W & OD: The 495 and 95 Express Lanes team, in partnership with the Washington Area Bicyclist Association and Commuter Connections, hosted a Bike to Work Day Pit Stop at the Merrifield W&OD Trail in Merrifield, Virginia on Friday, May 15, 2015. Approximately 150 area bicyclists put a spin on their morning commute and participated in Bike to Work Day 2015. The bicyclists were pleased to have the Express Lanes team there and appreciated the giveaways, which included Express Lanes water bottles, brochures, Dunkin' Donuts coffee gift cards and 95 Express Lanes T-shirts.

The 495 and 95 Express Lanes Pit Stop featured tables staffed by local Merrifield businesses who offered free refreshments, bike tune-ups and giveaways. Sponsors included: ACE Physical Therapy, Dunkin' Donuts, Einstein Bagels, Fairfax Advocates for Better Bicycling, Greater Merrifield Business Association, Gold's Gym, Orangetheory Fitness, Panda Express, Performance Bicycle, Uno's Pizzeria and Xsport Fitness.

Mt. Vernon Triangle (DC): There were 382 registrants for the pit stop. The event was held from 7am to 9am at BicycleSPACE.

Mt. Vernon – Collingwood Park (VA): There were 38 registrants for the pit stop. The event was held from 6:30am to 8:30am at Collingwood Park.

National Geographic Society: Bike to Work Day 2015 was a resounding success at National Geographic. Cyclists from around the D.C. area rolled into the Nat Geo Courtyard for the celebration, as the Society once again hosted an official pit stop. Riders – both Nat Geo employees and otherwise – listened to some tunes, grabbed a t-shirt, and enjoyed snacks, coffee, free bike repairs, a photo booth, and even massages! There were 650 sign-ups to the Nat Geo stop, a 24% increase from 2014. We exceeded our sign-up goal by 50 riders!

Sponsors:

Alan Stein, The Body Mechanix

The Bike Rack

Keany Produce

goDCgo

Sodexo

Enterprise Carshare

Washington Area Bicyclists Association

Tap It

Yes! Organic Market

Peet's Coffee

Bhakti Chai Climate Ride

Bike MS

Jrink Juicery

NIH: NIH set a new record this year with over 617 registered participants. The Building One pit stop had a total of 465 cyclists registered and a total of 338 passionate cyclists attended the morning celebrations!!!

The fourth annual Carl Henn Bicycle Advocacy Memorial Award was awarded to Diane Bolton by Vernon Anderson, NIH Bicycle President. Carl Henn of Rockville was president of the NIH Bicycle Commuter Club for several years and was tragically killed by lightning in the summer of 2010. Joe Cox of the NIH/Division of Amenities and Transportation Services spoke about Diane's advocacy and accomplishments to support the Bicycle Program at NIH.

Cyclist enjoyed delicious bread, snacks and coffee donated by vendors, 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! Hudson Trail Outfitters provided "Sock Swap" and The Bicycle Place provided free safety check for cyclists. The W&T Travel Services, NIH Shuttle contractor demonstrated how to safely mount bikes onto the new bike racks on the NIH shuttles. We also had information booths about safety, bike routes in the county and bicycle registration by NIH Police.

The longest commute of the day belonged to NICHHD's Rodney Rivera. His round-trip was 60 miles, he received the large Chrome – Saddle Bag Roll top. The other two NIH-affiliated BTWD pit stops were Rockledge Drive at Rock Springs Business Park and Falls Grove Village Center, near NCI Shady Grove Campus in Rockville.

Thanks again to our sponsors:

- NIH Federal Credit Union
- NIH Fitness Center
- Eurest Catering
- NIH Recreation and Welfare Association
- NIH Police Department
- NIH Division of Amenities and Transportation Services (DATS)
- Proteus Bikes
- Clean Currents Inc.
- Hudson Trail Outfitters
- Bicycle Place
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery
- W&T Travel Services

Naval Support Activity: There were 144 registrants for the pit stop. The event was held from 6am to 9am at the South Gate.

NOMA: There were 551 registrants for the pit stop. The event was held from 7:30am to 9:30am. The NOMA BID hosted the event and provided food and drink along with NOMA t-shirts. BicycleSpace provided tune-ups and safety checks for riders. Nicholas Ramfos, Director of Commute Programs at the Metropolitan Council of Governments gave remarks.

North Bethesda: On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff eagerly welcomed cyclists and participants at the US Nuclear Regulatory Commission Plaza (NRC). Each registered participant received a Bike to Work Day t-shirt, towel, bike maps and other goodies. They were treated to a variety of breakfast foods donated by our great sponsors – Aurora Apartments, Enterprise Rideshare, Wentworth House and the White Flint Downtown Advisory Committee. Prizes and gift certificates were generously donated by Bob's Bikes, Brio Tuscan Grille, Friends of White Flint, Pike & Rose, Progressions Salon Spa Store, RetroFitness, Salon Luna, Strathmore, The Cheesecake Factory, White Flint Partnership, Whole Foods Rockville/White Flint, and Zipcar. A very special thank you to our host, NRC, for another great year!

Under our tent, prizes, raffle drawings and announcements were made every 15 minutes and music was provided throughout the event. Commuter Connections' Guaranteed Ride Home Program was promoted using a large poster that was prominently displayed at the pit stop.

Dee Metz, White Flint Coordinator for the Montgomery County Executive's Office participated as did Brian Downie, Vice-Chair for the White Flint Downtown Advisory Committee and Patricia Shepherd, Bikeways Coordinator for the Montgomery County Department of Transportation. They helped in presenting awards, the County's Bike to Work Day proclamation, and spoke of bicycle projects improvements in the White Flint area. The grand prize, a new bike, was presented to John Thomas by Bob Mallasch, owner of Bob's Bikes. An ecstatic John won a Sun Folding F7 bike!

Oxon Hill: The 2015 Oxon Hill Pit Stop was a success with over 70 bicyclists registered and two separate convoys heading to work or events downtown. The pleasant weather made for great riding conditions and cyclists were already seen traveling on the Woodrow Wilson Bridge Trail well before the Pit Stop opened at 6:30 am. Assistance with the Pit Stop was provided by the M-NCPPC Department of Parks and Recreation and the StreetWise Foundation, which did free bicycle safety checks. Two separate groups of cyclists came through, one led by the Oxon Hill Bicycle Trail Club and the other consisting of employees from the Government Printing Office. Snacks, refreshments, prizes, and the BTWD t-shirts were distributed. Other participants were heading to work in northern Virginia or in Washington, as cyclists were commuting in both directions along the heavily travelled Woodrow Wilson Bridge Trail. The 70 registered cyclists was a high for the Oxon Hill Pit Stop, which is now in its fifth year.

Port Towns: This was a very promising start for the Port Towns' first annual Bike to Work Day pit stop. The event highlighted the environmental aspects of biking to work and representing the Port Towns' emerging Eco District along the Anacostia Trail System. There were a number of booths with activities and give-a-ways. Community Forklift had free vintage bike posters and folks were able to make their own bike chimes out of used hardware. ECO City Farms brought out their famous Smoothie Bike and riders enjoyed refreshing organic smoothies made from ingredients donated by Glut Food Coop in Mount Rainier. Anacostia Watershed Society had free Klean Kanteens and other eco-conscious give-a-ways. And Mom's Organic Market joined us in the morning with free healthy snacks!

The afternoon brought out local musicians having a live jam session along the trail and La Fondita brought out free taco rolls, nachos and other freshly made treats. This turned into a wonderful community event that everyone got to enjoy!

33 riders preregistered for our stop and we had about 100 folks attending throughout the day. Most of the riders who stopped by were locals that expressed interest in seeing another Port Towns stop again next year. We're looking forward to continuing this tradition and will definitely be bringing a Port Towns pit stop to the area again next year!

Reston: Sponsored by Reston Association and Comstock Partners. We had 507 bicyclists pre-registered and 21 onsite registrants rode to the Wiehle-Reston East Metrorail Station. Riders were treated to a free breakfast from Great Harvest Bread Co., Einstein Bagels, and Whole Foods Market and coffee from Leidos.

Groups attending included:

- Beloved Yoga
- Comstock Partners
- Fairfax Advocates for Better Bicycling
- Fairfax Co. Dept of Transportation, Bicycle and Pedestrian Program
- Friends of the W&OD
- Leidos
- Performance Bicycle
- Reston Association
- Reston Association's Pedestrian & Bicycle Advisory Committee
- Reston Bike Club
- Reston Town Center Association & LINK
- The Bike Lane
- Tour de Cure
- YMCA-Fairfax County Reston

Larry Butler, of Reston Association, introduced our VIPS:

- Hunter Mill District Supervisor, Cathy Hudgins
- Delegate Ken Plum
- Mike Collins with Congressman Gerry Connolly's office

The Bike Lane & Performance Bicycle checked out cyclists' bikes to make any necessary adjustments. Amazing Race Timing donated bike racks for the day, Beloved Yoga gave chair massages and there were over 50 door prizes given out throughout the morning. Fairfax County Police Bike Team also joined us for the fun.

Rock Springs: There were 111 registrants for the pit stop. The event was held at the Marriott International Headquarters from 6:30am to 9am.

Rockville Falls Grove: This year's Bike to Work Day was an overwhelming success, especially because there wasn't rain in the forecast – following the deluge of 2014! Montgomery County's Department of Transportation, Commuter Services Section, and the City of Rockville co-sponsored the event with contract support from Van Eperen & Company. Six volunteers from the outreach team for the Greater Shady Grove Transportation Management District organized the event on May 15, 2015. There was also a City of Rockville volunteer as well as local student volunteer that morning. The Falls Grove pit-stop was held in the Smoothie King/PNC Bank parking lot of the Falls Grove Village Center located at 14941 Shady Grove Road. More than 150 of the 222 advance registrants checked in on the day of the event, in addition to 14 walk-up registrants.

Several local businesses provided donations, including refreshments, gift cards and raffle prizes, for participants. Among the Falls Grove merchants supporting the event were Panera Bread, Krispy Kreme, Safeway, Starbucks, Melt, Washington Bank and Smoothie King. Lamar from All in One Entertainment was the DJ for the event. In addition, County and State agencies hosted information tables, along with other exhibitors.

Germantown Cycles served bicyclists with bike checks and provided a grand prize giveaway for a new bicycle, which was purchased by the County at a discounted price. The lucky winner was Greg Kurtz, of Computer Sciences Corporation (pictured right with his prize). Also, Montgomery County Councilmember Sidney Katz attended and greeted cyclists.

Sponsors and exhibitors

- ❖ **Panera Bread** donated a giveaway for a "Free Loaf of Bread per Month for a year."
- ❖ **Krispy Kreme** provided 5 dozen donuts for cyclists to enjoy.
- ❖ **Starbucks** provided coffee, ice, cream and sugar. They also donated two mug sets as a giveaway item.
- ❖ **Germantown Cycles** provided a bicycle for the grand prize giveaway and also did free bike checkups on-site.
- ❖ **Herson's Honda** donated water bottles with their logos on them.
- ❖ **Drink More Water** provided water jugs and container.
- ❖ **Montgomery County Commuter Services** provided two bike helmets, two Dominos gift cards, one Westfield Mall gift card and a Boogie Board.
- ❖ **Safeway** provided a \$50 gift card in which bananas and other food items were purchased for cyclists.
- ❖ **Smoothie King** gave out samples and coupons.
- ❖ American Diabetes Association
- ❖ Mallory Square Apartments
- ❖ Washington Bank First
- ❖ Commuter Services: Capital Bikeshare and Better Ways to Work

Rockville Town Center: The Rockville Town Center pit stop was a great success with a record 220 registrants. The event was relocated in front of Dawson's Market (225 N. Washington Street, Rockville) this year, and Dawson's provided food, coffee, and two folding bicycle to raffle off to attendees. Special guests included Rockville Mayor Bridget Newton, Rockville City Councilmember Tom Moore, Al Roshdieh (Acting Director of the Montgomery County Department of Transportation), and Carolyn Biggins (Chief of Transit Services for the Montgomery County Department of Transportation). RideOn provided a bus on-site for people to practice loading their bikes on and off the bus racks, and RideOn provided free transit rides for people with bicycles all day long.

Vendors and raffle prize contributors included Dawson's Market, Revolution Cycles (who provided bicycle tuning services to all attendees), Gordon Biersch, Gold's Gym, Bikes for the World, DrinkMore Water, Rockville Department of Public Works, Montgomery County Department of Transportation, and Montgomery County Department of Environmental Services. The pit stop had several wonderful volunteers from the City of Rockville. We look forward to next year's event!

Rockville Twinbrook: There were 124 registrants for the pit stop. The event was held from 7am to 9am.

Silver Spring Discovery: Bike to Work Day 2015 was again staged on the plaza of Discovery Communications in downtown Silver Spring. We had 434 online registrations, 15% more than in 2014. Serving as emcee was Sandra L. Brecher, Chief, Montgomery County DOT Commuter Services. Nick Ramfos, Director, Commuter Connections, also attended and spoke. A Ride On bus was on-site to demonstrate how to load and unload bikes on the front of the bus.

Continuing a competitive tradition dating back some years, there was a competition between National Oceanic and Atmospheric Association (NOAA) and Discovery (the NOAA/Discovery Commuter Challenge). The winner was Discovery Communications. Special thanks to the many employees from Discovery Communications, particularly Devin McDonough and Michael Price, and to Richard Bingham, Freddy Robinson and the Red Shirt Team from the Silver Spring Urban District and our volunteers Valerie Spencer, Samantha Mazo, Andy Wexler, and Richard Reis and Wendy Melis.

Also in attendance was Michael E. Jackson, Director of Bicycle and Pedestrian Access at the Maryland Department of Transportation and Hans Reimer, Montgomery County Council Member At-Large.

New this year: Tweeting was encouraged. Volunteers were asked to take and Tweet photos throughout the event.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by Drink More Water, Starbucks, Oodles of Noodles, and Whole Foods. Additional refreshments were donated by Safeway. The Grand Prize bicycle was generously donated by Discovery Communications.

Exhibitors/vendors who staffed tables at the event included:

- All-In-One Entertainment (DJ)
- Bicycle Place
- Maryland - National Capital Park and Planning Commission
- Montgomery County 3rd District Police
- Montgomery County Department of Environmental Protection, Outreach & Education (Green Team)
- Silver Cycles
- Washington Area Bicyclist Association (WABA)
- YMCA of Silver Spring
- ZipCar

Springfield: We had 117 pre-registrations for the Springfield/Metro Park pit stop. 83 cyclists stopped by to pick-up t-shirts. All our long-standing local sponsors participated again this year: CALIBRE, Greater Springfield Chamber of Commerce, Hilton Springfield, Metro Park, Performance Bicycle and TAGS. This year we were joined by a volunteer from the National Capital Area Chapter of The Leukemia & Lymphoma Society talking about its (bike) Team in Training program and a volunteer from FABB - Fairfax Advocates for Better Bicycling.

Sterling: Loudoun County Commuter Services teamed with the facilities staff of Orbital ATK to host the Sterling pit stop on Bike to Work Day. The stop was open from 6:30 to 9:00 a.m., and was located east of Route 28, just off of the W&OD Trail, near the Sterling Ruritan Club. It was a beautiful spring morning for the 255 cyclists who checked-in and enjoyed breakfast fare, music and fun. Giveaways included two branded items: bright orange bicycle seat covers and compact, reusable shopping bags. Several participants won prizes—items such as bicycle lights and other gear. Mechanics from Spokes Etc. assisted cyclists with bicycle repairs and adjustments. All participants were entered into a bike raffle and the random winner was selected at the conclusion of the event.

Suitland: Nearly 40 employees from the Suitland Federal Center — which includes Naval Intelligence, National Oceanic and Atmospheric Administration, National Archives and the Census Bureau — rode their bicycles on Bike to Work Day on May 15, 2015. Morning temperatures were in the high 60s to low 70s, and no rain — just perfect for a bike ride. Last year, only six hard-core riders braved the monsoon conditions on Bike to Work Day 2014.

“Bike to Work Day 2015 was a tremendous success,” said Sarabeth Rodriguez of the Census Bureau’s Transit Office and one of the coordinators for the Suitland pit stop. “First of all, it did not rain. Secondly, we had a large turnout because it did not rain.” Commuter Connections and the Washington Area Bicyclist Association established nearly 80 pit stops — including one on Suitland Road near Gate 2 — for riders to get a bite to eat, get a drink and socialize with fellow bicycle riders. As part of the event, the Census Bureau’s Transit Office held a bike raffle. McCordia Young from the LAN Technology Support Office was the winner.

“It is a great way to exercise and is a good alternative mode of transportation to work,” said Vincent Gordon, chief of the Census Bureau’s Administrative and Customer Services Division. “It can also save you money at the gas pump and alleviate unnecessary wear-and-tear on your personal vehicle.”

Takoma Park – Old Takoma – Sligo Creek – Langley Crossroads: Three pit stops in Takoma Park attracted approximately 225 registrants, with some notable growth at the Takoma/Langley Crossroads pit stop. Thanks goes to Bruce Sawtelle from Takoma Bicycle, who fearlessly managed the Old Takoma pit stop at the gazebo in Takoma Urban Park, the intrepid Melanie Isis from the Takoma/Langley Crossroads CDA who managed the pit stop in bustling Takoma/Langley Crossroads, and to IHOP Takoma Park for providing snacks and good spirits at the verdant Sligo Creek Trail pit stop.

Tysons Corner: There were 99 registrants for the pit stop. The event was held from 6:30am to 10am.

Vienna: There were 340 registrants for the pit stop. The event was held at the Town Green from 6:30am to 8:30am.

White Oak/FDA: The Office of Facilities Engineering and Mission Support Services’ (OFEMS) Logistics and Transportation Management Branch (LTMB) sponsored a Pit Stop from 7:00 a.m. to 9:00 a.m. for any biker commuting to work that day. This was held at the FDA Historic Building 1. LTMB provided refreshments to include; coffee, juice, doughnuts, muffins, fruit and each member registered for our pit stop received a 2015 BTWD T-Shirt. The first bicyclist arrived around 6:45 a.m. and eventually we had 67 active participants including 6 bicyclists that just stopped by on their way to work. The final number of registered bicyclists for the White Oak pit stop was 107. A great time was had by all.

Woodbridge Chin Center: There were 35 registrants for the pit stop. The event was held from 6am to 9am.

Woodbridge - Rippon VRE Station: Wonderful Bike to Work Day this year, opposed to last year’s rainy weather. I enjoyed seeing lots of faces at the Rippon Landing VRE station between 6am and 9am. We had about double the amount of registers show up so I was very limited on giveaways towards the end of the morning. Every guest that stopped by really enjoys the t-shirts and the support we bring to the community for Bike to Work Day!

Woodbridge VRE Station: There were 30 registrants for the pit stop. The event was held from 6am to 9am.

EMPLOYER PARTICIPATION

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

The winner of the Employer Challenge for a free luncheon was the University of Maryland with 148 registrants.

Federal Employers

Architect of the Capitol	Army National Guard
Bureau of Labor Statistics	Bureau of Land Management
CFTC	Defense Logistics Agency
EEOC	FDIC
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
FEMA	Federal Reserve
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Goddard Space Flight Center	Government Accountability Office
Government Publishing Office	
Internal Revenue Service	Fish and Wildlife 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 Census Bureau
US Coast Guard	US Department of Treasury
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Defense
US Department of Education	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Housing and Urban Dev.
US Department of Justice	US Department of Labor
US Department of the Interior	US Department of State
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
Veterans Affairs	FERC

State and Local Governments

Arlington County	Charles County
City of Alexandria	City of Bowie

City of College Park	City of Fairfax
City of Falls Church	City of Frederick
City of Gaithersburg	City of Greenbelt
City of Hyattsville	City of Rockville
City of Vienna	DC Council
District of Columbia	Fairfax County
Frederick County	Loudoun County
Maryland- NCPPC	Montgomery County
Prince George's County	Prince William County
State of Maryland (including MDOT, MTA and others)	
Commonwealth of Virginia (including VDOT and VDRPT)	
Town of Herndon	Town of Leesburg

Private/Non-Profit Sector Employers

AARP	Abt Associates
Accenture	ACDI
Advisory Board	AECOM
Airbus Americas	AKQA
Alion Science & Technology	Carlyle Group
American Association for the Advancement of Science	
American Bankers Associations	American Chemical Society
American College of Cardiology	American Federation of Teachers
American Councils for International Education	American Institutes for Research
American Psychological Association	American Public Health Association
American Red Cross	American Society of Civil Engineers
American Society of Clinical Oncology	Amtrak
AOL	Appian
Apple	Apple Federal Credit Union
Applied Predictive Technologies	Arlington Transportation Partners
Arnold & Porter	ASHA
Association of American Medical Colleges	Association of State and Territorial Health
ASTHO	AstraZeneca
AT&T	Atlantic Media
BAE	Bain & Company
Battelle	Bechtel
BicycleSpace	Bloomberg BNA
Boeing	Booz Allen
Bread for the City	Bread for the World
British Embassy	Brookings Institution
CACI	Capital One
Capital City Charter School	Casey Trees
CEB	Center for American Progress
Center on Budget and Policy Priorities	CFPB
CGI Federal	Chemonics International
Children's National Medical Center	Comcast
Community Forklift	CommuterDirect.com
Conservation International	Corporate Executive Board
CoStar Group	Covington & Burling LLP

CQ Roll Call
CustomInk
DAI
Defenders of Wildlife
Deloitte
Deltek
DigitalGlobe
DMI
Earthjustice
Economic Policy Institute
Embassy of Japan
Engility
Environmental Defense Fund
Evolent Health
Fannie Mae
Finnegan
FiscalNote
Freddie Mac
Geico
General Dynamics
Grant Thornton
Hanley Wood
Henry M. Jackson Foundation
Hilton Worldwide
Host Hotels & Resorts
Hughes Network Systems
IBM
IDA
Intelsat
International Food Policy Research Institute
International Monetary Fund
Investment Company Institute
John Snow, Incorporated
Kaiser Permanete
KPMG
L-3 Communications
LCPS
Leidos
Lockheed Martin
Management Systems International
Mantech
Maryland School for the Deaf
Massage Envy
McChrystal Group
Medimmune
Metropolitan Washington COG
Microsoft
Millenium Challenge Corporation
Moko Social Media

CSC
Cvent

Dell
Deloitte Consulting LLP
Dickstein Shapiro
Discovery Communications
Downtown DC BID
Eastbanc Technologies
Embassy of Denmark
Embassy of Sweden
Entheos
Esri
Exelis
FHI 360
FINRA
Food & Water Watch
Frederick Memorial Hospital

Gensler
Greenpeace
Hannover Research
Hewlett-Packard
HOK
HDR
IADB
ICF International
Inova Fairfax Hospital
InterAmerican Development Bank
International Foundation for Electoral Sys.
International Republican Institute
Jacobs
Jones Lange Lasalle
Kimley-Horn
Kuwait-America Foundation
L-3 National Security Solutions
League of American Bicyclists
LMI
Management Sciences for Health
Mantech International
Marriott

Mathematica Policy Research
McKissack & McKissak
Medstar
MetroStar Systems
Microstrategy
MITRE
MPR

Mundo Verde Public Charter School	NAFSA
National Academy of Sciences	National Alliance for Hispanic Health
National Cancer Institute	National Center for Health Statistics
National Democratic Institute	National Education Association
National Endowment for Democracy	National Fish and Wildlife Foundation
National Gallery of Art	National Geographic
National Geographic Society	National Institutes of Health
National Institute of Mental Health	NRECA
National Institute of Standards and Technology	School Without Walls
National League of Cities	National Library of Medicine
National Parks Conservation Association	National Science Foundation
National Wildlife Federation	REI
Natural Resources Defense Council	Navy Federal Credit Union
Navigant	Neustar
Noblis	Northrop Grumman
NPR	Nuance
Oceana	Opower
Oracle	Orbital Sciences
Organization of American States	PATH
Palantir	Pan American Health Organization
Parsons	Partners of the Americas
Peace Corps	Population Services International
Performance Bike Count	Perkins Eastman
PNC Bank	Powell Tate
PricewaterhouseCoopers	Public Broadcasting Service
Quinn Evans Architects	RAND Corporation
Raytheon	Reston Association
Results for Development Institute	Save the Children
Rockwell Collins	RTC
RTI International	Sabin Vaccine Institute
SAIC	Scitor Corporation
SCS Engineers	Serco
Shalom Baranes Associates	Silman
SmithgroupJJR	Smithsonian Institution
Social Impact	Social Tables
Spokes	Sprint
SRA International	Starbucks
Streetsense	Studios Architecture
STV Incorporated	Summit Consulting
The Aspen Institute	The Brattle Group
The Cadmus Group	The JBG Companies
The Kennedy Center	The Motley Fool
The Nature Conservancy	The Pew Charitable Trusts
The Urban Institute	The Washington Post
Thermo Fisher Scientific	Thomson Reuters
Time Warner Cable	Toole Design Group
Towers Watson	Transaction Network Services
Union of Concerned Scientists	
United Nations Foundation	URS

Vencore
Verizon
Virginia Hospital Center
WABA
Washington Hospital Center
Wells Fargo
Whitman-Walker Health
Winrock
World Bank
World Resources Institute
WRNMMC

Verisign
ViaSat
Voice of America
Washington Gas
WeddingWire
Westat
Whole Foods Market
WMATA
World Learning
World Wildlife Fund
Wunderman

Universities and Colleges

American University
Frederick Community College
Galludet University
George Washington University
Gonzaga College High School
Montgomery College
NOVA Community College
Uniformed Services University
University of Virginia

Catholic University

George Mason University
Georgetown University
Marymount University
National Defense University
Strayer University
University of Maryland
Virginia Tech University

Radio Advertising and Website

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event. WIHT, WPGC, and DC101 ran :60 second radio ads. WPGC and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation.

In addition to paid media spots, an estimated \$80,500 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a Mobile app promotion.

Commuter Connections and iHeart Media Promotion – DC101 and Hot 99.5

On Friday May 15, 2015 Commuter Connections, iHeart Media, and the Washington Area Bicyclist Association invited listeners to join over 15,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. iHeart Media and Commuter Connections partnered with Brilliant Bicycle Company (<http://www.brilliant.co/>) for this campaign.

Commuter Connections received the following promotional and media consideration April 22 through May 15, 2015:

- BTWD, Commuter Connections Name inclusion and event date in 100x promotional announcements per station on DC101 & Hot 99.5
- BTWD/Commuter Connections Logo and hyperlink on the register To Win Contest pages on DC101.com and Hot995.com
- Radio Personality Social Media Engagement:
 - Tweets: Inclusion in 3x from Elizabethany on Hot 99.5 and 4x from Roche on DC101
 - Facebook posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche
 - Instagram posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche

Radio Website Promotion

DC 101 On-Air - Music - Win - Photos - Connect - Search Keyword

Listen Live on **HeartRadio** New Pricing on DC101: Tell Me Why by Fred Hot Chili Peppers On Air: Mike Jones

Find the right mattress, right away. The perfect bed for you is just **3 minutes away with bedMATCH™**. Available Only At **MAYTAGS Warehouse**

Terms & Conditions - Enter to win a Single Speed Hudson Bike - Entry

Enter to win a Single Speed Hudson Bike

Facebook | Twitter | Share | Facebook

bike to work day 2015

Enter to win a Single Speed Hudson Bike.

On Friday, May 15, 2015, **COMPUTER CONNECTIONS** and **Brilliant Bicycles** invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work.

Register for Bike to Work Day

Brilliant

Brilliant Bicycles builds beautiful, handmade bicycles at half of retail prices. They get online directly to you, cutting out the markup from retailer and dealer costs. They save the savings to you with lower prices, free shipping, and no hassle returns. Brilliant Bicycles makes bicycles that fit your life.

The Hudson by Brilliant - Available in Six Custom Colors

<http://www.bikeconnections.org>
<http://www.brilliant.cc>

Check out the variety of Single Speed Hudson Bikes here.

Deadline to register is May 15 at 12:00 AM. 1 winners randomly drawn on May 15.

Enter your email address to continue:

Official Contest Rules

HOT 99.5 The Kane Show - DJ's - Win - Media - Connect - Search Keyword

Listen Live on **HeartRadio** New Pricing on HOT 99.5: Hey Mama (feat. Nikki Minaj & Afrojack) by David G. On Air: Ryan Seacrest

Make Mother's Day Marvelous Run! You're so fantastic, going on everything you need to make her day as fun as should be! [Click here for full details](#) **Marine Products**

Terms & Conditions - Enter to win a Single Speed Hudson Bike - Entry

Enter to win a Single Speed Hudson Bike

Facebook | Twitter | Share | Facebook

bike to work day 2015

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The Hudson by Brilliant - Available in Six Custom Colors

<http://www.bikeconnections.org>
<http://www.brilliant.cc>

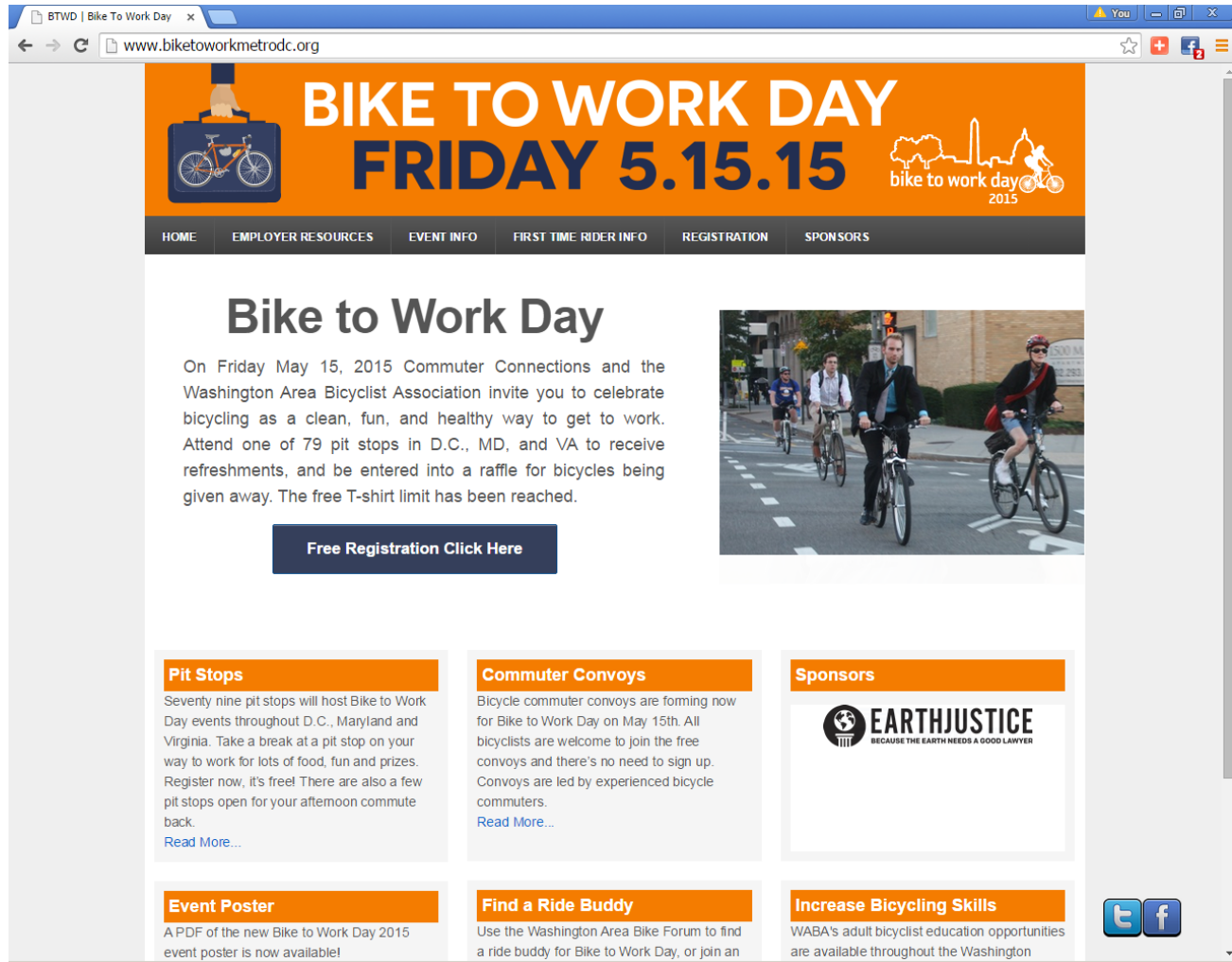
Check out the variety of Single Speed Hudson Bikes here.

Deadline to register is May 15 at 12:00 AM. 1 winners randomly drawn on May 15.

Enter your email address to continue:

Official Contest Rules

Web Site



The screenshot shows a web browser window with the address bar displaying "www.biketoworkmetrodc.org". The page features a prominent orange header with the text "BIKE TO WORK DAY FRIDAY 5.15.15" and a logo for "bike to work day 2015". Below the header is a navigation menu with links for HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTRATION, and SPONSORS. The main content area includes a large heading "Bike to Work Day" followed by a paragraph of text and a "Free Registration Click Here" button. To the right of the text is a photograph of cyclists on a city street. Below this are six content boxes: "Pit Stops", "Commuter Convoys", "Sponsors" (featuring the Earthjustice logo), "Event Poster", "Find a Ride Buddy", and "Increase Cycling Skills". Social media icons for Twitter and Facebook are located in the bottom right corner.

BIKE TO WORK DAY
FRIDAY 5.15.15
bike to work day 2015

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS


Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.

[Free Registration Click Here](#)

Pit Stops
Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys
Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Sponsors
**EARTHJUSTICE**
BECAUSE THE EARTH NEEDS A GOOD LAWYER

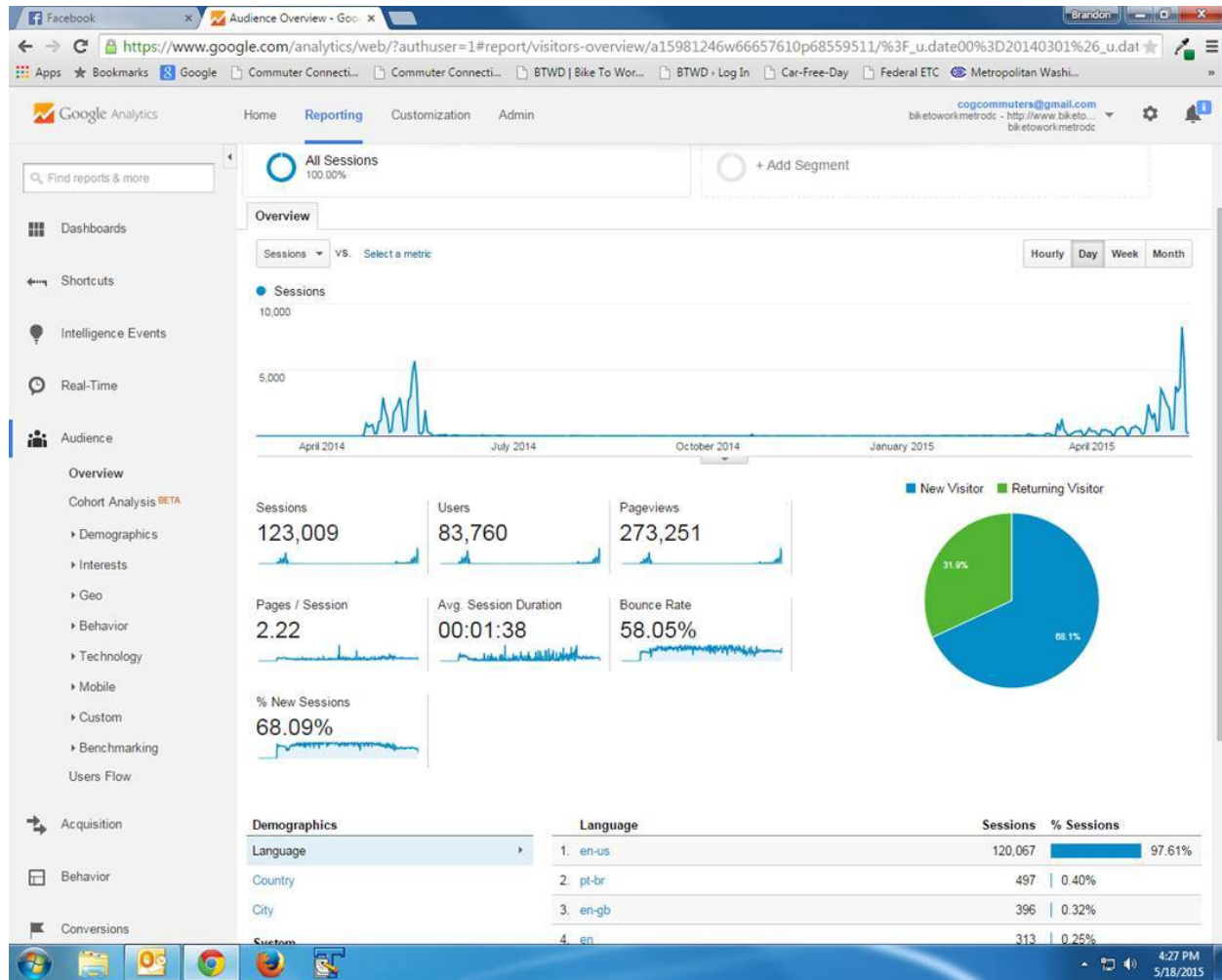
Event Poster
A PDF of the new Bike to Work Day 2015 event poster is now available!

Find a Ride Buddy
Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an

Increase Cycling Skills
WABA's adult bicyclist education opportunities are available throughout the Washington

[t](#) [f](#)

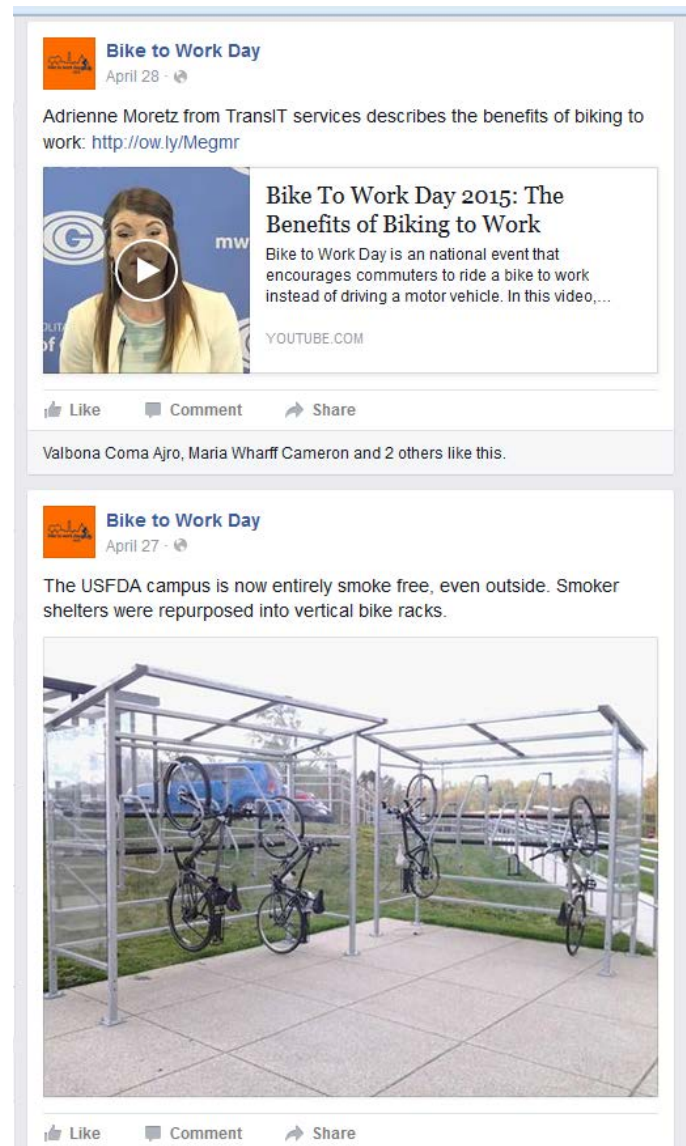
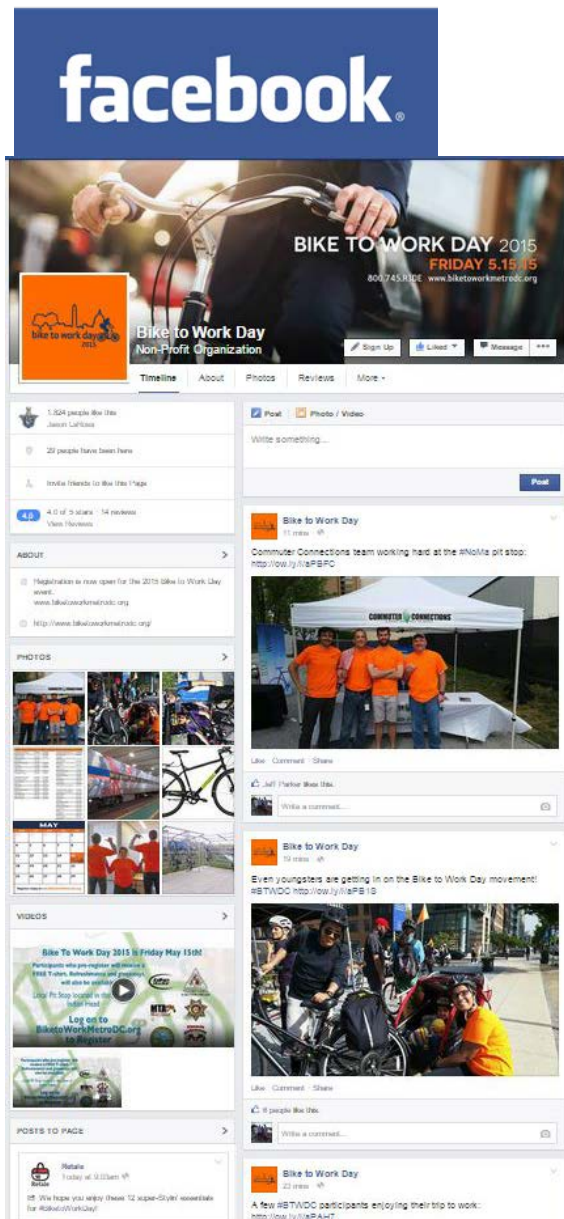
Bike to Work Day Website Traffic



Social Media


Social Networking

Facebook and Twitter accounts were leveraged for Bike to Work Day to connect to friends and followers and build excitement for the event. Social media provided a tool to create awareness and engage. From a save the date calendar to a listicle noting 10 Reasons Why You Should Sign Up For Bike To Work Day, facebook engaged with users in a fun and informative matter about the event. Tweets and posts were also written for sponsors to place on their social media sites about their support of the BTWD event. Facebook garnered 1,900 likes and Twitter nearly 1,600 followers.



Bike to Work Day Facebook Analytics






BIKE TO WORK DAY 2015

FRIDAY 5.15.15

800.745.RIDE www.biketoworkmetrodc.org



TWEETS 190
FOLLOWING 221
FOLLOWERS 1,501
FAVORITES 121
LISTS 2


[Follow](#)

Commuter Connections
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.


Washington DC
biketoworkmetrodc.org
Joined April 2009

17 Photos and videos



Commuter Connections @BikeToWorkDay · 6m

Commuter Connections team working hard at the #NoMa pit stop:



Commuter Connections @BikeToWorkDay · 15m

Even youngsters are getting in on the Bike to Work Day movement! #BTWDC

New to Twitter?

Sign up now to get your own personalized timeline!

Sign up


Trends · Change

- #MadMax
- Promoted by Mad Max Movie
- #BBKing
- #LateLateShowWithID
- #FridayFeeling
- #AFLDonsNorth
- Chickal
- Ru 3.13
- #VampusUSA
- Ramadi
- Oshomole
- Voices

© 2015 Twitter · [About](#) · [Help](#) · [Advertise](#)

Commuter Connections @BikeToWorkDay · May 15

Even youngsters are getting in on the Bike to Work Day movement! #BTWDC



5 4


Commuter Connections @BikeToWorkDay · May 15

Happy Bike to Work Day! Stay safe out there and enjoy the beautiful weather. #BTWDC #dcmetro #bikedc

11 3

TransIT Services @TransITServices · May 14

Our buses are ready for @BikeToWorkDay. What about you @goDCgo?? #BTWDC



4 5

Commuter Connections @BikeToWorkDay · May 14


The countdown is on – are you ready? #BTWDC #bikedc

6 3

Commuter Connections @BikeToWorkDay · Apr 15

DC Council Chairman & Transportation Planning Board Chair, Phil Mendelson signs 2015 Bike to Work Day Proclamation

Adrienne Moretz and Greg Billing



3 6

Commuter Connections @BikeToWorkDay · Apr 15

Only one month to go! Don't miss out – register now at biketoworkmetrodc.org

2

Commuter Connections @BikeToWorkDay · Apr 14

Share your bike ride with us by using #BTWDC for Bike to Work Day 2015 in the metropolitan Washington region. #WashingtonDC #dcmetro

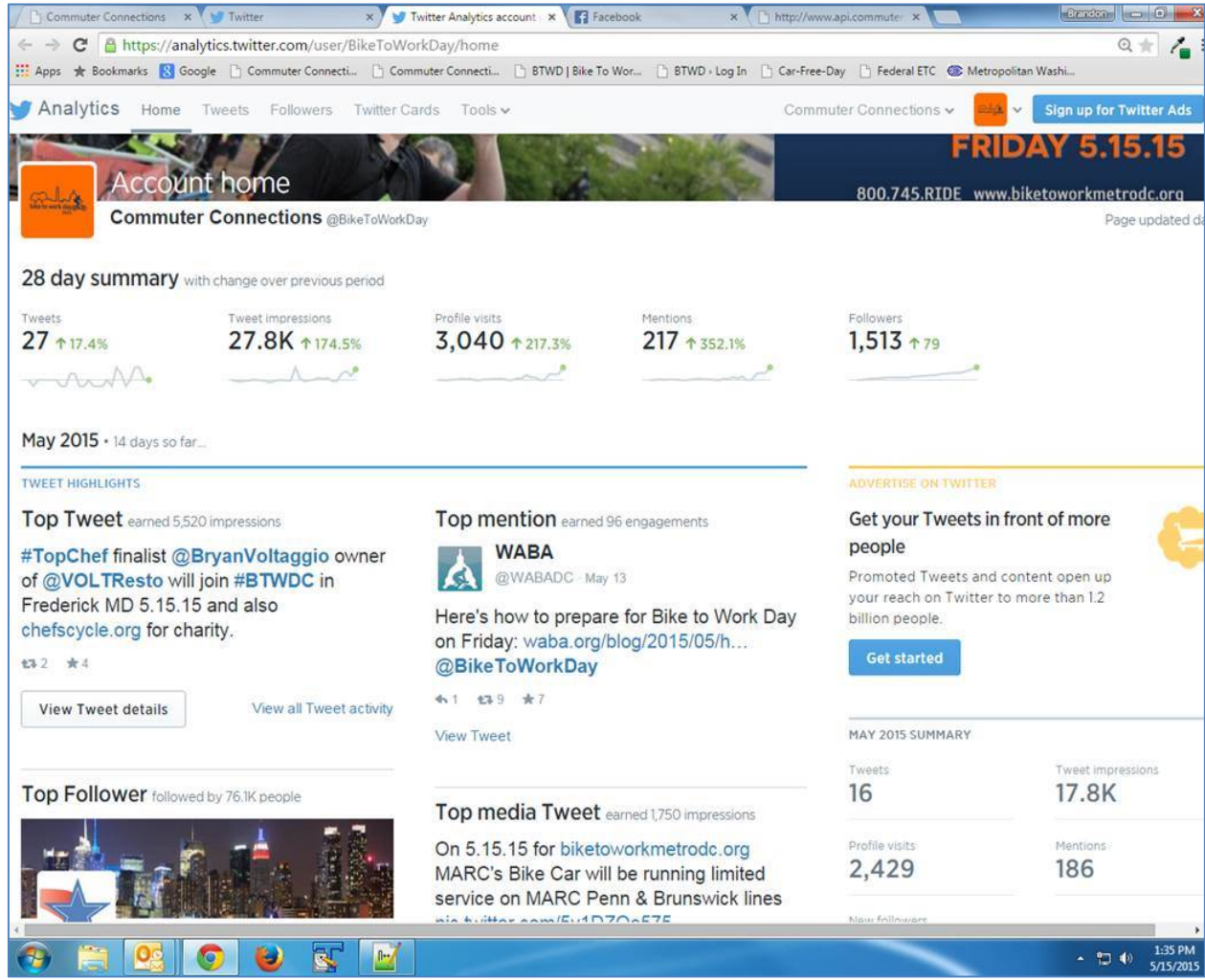
2

Commuter Connections @BikeToWorkDay · Apr 13

Biking means business for local retailers – support your community and bike to work on May 15. #dc #WashingtonDC

2

Bike to Work Day Twitter Analytics



Proclamation



Proclamation

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

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

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

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

WHEREAS, Capital Bikeshare's regional bike sharing system has over 300 stations within the District of Columbia, Alexandria, Arlington, and Montgomery County; and

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

WHEREAS, the week of May 11th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

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

1. Proclaims Friday, May 15, 2015 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

Chair, National Capital Region Transportation Planning Board

Proclamation Signing



The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 15th, 2015 designating May 15th as the Regional Bike to Work Day. The proclamation outlined the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as some of the individual jurisdictions that hosted pit stops.

The Proclamation was signed by TPB Chairperson, Phil Mendelson, DC Council Member.

MARKETING MATERIALS

Rack cards 3¾ x 8½" (56,000)

Posters 8½" x 11" (29,000, plus 500 were in Spanish)

Posters 22" x 28" 500

T-Shirts (14,000)

Banners 8' x 4' for the 79 pit stops

Newspaper display ads

Water bottles with the BTWD logo were coordinated by BicycleSPACE and made available for each pit stop for purchase.

The marketing materials used for the 2015 BTWD campaign all carried the same uniform look and feel and were targeted to employers and cyclists throughout the region. The posters were mailed to employers along with a cover letter. Employers were also emailed an html version of the poster with a link to the event web site. An e-mail blast was also sent to the previous year's registrants.

Vinyl Banner

NOMA
1150 First Street, NE, at Pierce Street
One block from Met Branch Trail
7:30 am to 9:30 am

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION Marriott AREI ICF INTERNATIONAL

Bike Arlington The JBG Companies ExpressLanes BICYCLE SPACE

KIND LOCAL MOTION EARTHJUSTICE bike to work day 2015

Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2015 **BIKE TO WORK DAY**
FRIDAY 5.15.15

Poster

BIKE TO WORK DAY 2015

FRIDAY 5.15.15



Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

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

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



Printed on recycled paper

Register at www.biketoworkmetrodc.org or call **800.745.7433**



DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015

VIERNES 5.15.15



Regístrese previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14.000 participantes que se registren.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.



Printed on recycled paper

Regístrese en www.biketoworkmetrodc.org o llame al 800.745.7433

Rack Card Front

BIKE TO WORK DAY 2015
FRIDAY 5.15.15



Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 8
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

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

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

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



T-Shirt

The T-Shirt was Orange color



Paid Print Ads

Display advertising appeared in the Washington City Paper and El Tiempo Latino newspapers. Each ran for two issues during the two weeks leading up to the Bike to Work Day 2015 event.

BIKE TO WORK DAY
FRIDAY 5.15.15

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

Pre-Register by May 8 for Free T-Shirt* and Bike Raffles

Free Food, Beverages and Giveaways at All Locations

bike to work day 2015

Register at biketoworkmetrodc.org or call **800.745.7433**

COMMUTER CONNECTIONS, WASHINGTON AREA BICYCLIST ASSOCIATION, Marriott, REI, ICF INTERNATIONAL, Bike Arlington, The JBG Companies, ExpressLanes, KIND HEALTHY SNACKS, LOCAL MOTION, BICYCLE SPACE, EARTHJUSTICE

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation. *T-shirts available at pit stops to first 14,000 who register.

DÍA DE LA BICICLETA PARA IR AL TRABAJO
VIERNES 5.15.15

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Regístrese previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

Comida gratis, bebidas y obsequios promocionales en todas las ubicaciones.

bike to work day 2015

Regístrese en biketoworkmetrodc.org o llame al **800.745.7433**

COMMUTER CONNECTIONS, WASHINGTON AREA BICYCLIST ASSOCIATION, Marriott, REI, ICF INTERNATIONAL, Bike Arlington, The JBG Companies, ExpressLanes, KIND HEALTHY SNACKS, LOCAL MOTION, BICYCLE SPACE, EARTHJUSTICE

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal. *Camisetas disponibles en las ubicaciones de salida a los primeros 14.000 participantes que se registren.

Media Coverage

Bike to Work Day Breaks Regional Record with more than 17,400 cyclists

BTWD 2015 Earned Media Placements and Social Media Highlights

On the following pages is a listing of Bike to Work Day 2015 media placements across print, internet, radio and television outlets, along with a selection of social media placements.

BTWD 2015 Media Coverage		
Print/Online Coverage - 111		
March	WABA Blog	WHAT IS BIKE TO WORK DAY?
3/15/2015	NIH Bikes	Bike to Work 2015
3/18/2015	Bethesda Magazine	Register Now For Bike To Work Day In Bethesda, White Flint
3/18/2015	Bike Arlington	Bike to Work Day 2015
3/18/2015	Dcist	Bike To Work Day Is Coming, Registration Now Open
3/20/2015	Hill Now	'Bike to Work Day' Pit Stops Announced for Capitol Hill, NoMa
3/24/2015	Mass Transit	Montgomery County Bike to Work Day May 15
April	About Travel	Bike to Work Day 2015 in Washington, DC
April	Arlington Transportation Partners Blog	Bike to Work Day
April	Capitol Hill	Bike to Work Day is May 15; Register for Our Pit Stop at Eastern Market Metro Plaza
April	REI	Bike to Work Day - NoMA Pit Stop (DC)
April	NoMa BID	Bike to Work Day 2015
4/1/2015	Washington City Paper	Gear Prudence: How Can I Become a Consistent Bike Commuter?
4/4/2015	Alexandria's Red Brick Town	Registration for Bike to Work Day 2015 is NOW Open!
4/6/2015	District Chronicles	Metro Brief: Registration is open for Bike to Work Day
4/9/2015	Reston Now	Thursday Morning Rundown
4/13/2015	Greater Washington	Events roundup: Get up and go!
4/14/2015	WABA Blog	WANTED: VOLUNTEER PHOTOGRAPHERS FOR BIKE TO WORK DAY
4/15/2015	Downtown DC	Bike to Work Day 2015
4/15/2015	Georgetown BID	Celebrate Bike to Work Day in Georgetown May 15
4/15/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day: The Best Thing on Two Wheels
4/15/2015	Golden Triangle BID	Start your morning with a leisurely bike ride to Farragut Park.
4/20/2015	Arlington Transportation Partners Blog	Bike to Work Day is Less Than a Month Away
4/22/2015	Gazette.net	'A great time' to focus on bikes in Montgomery County
4/23/2015	goDCgo E-Newsletter - District Department of Transportation	SmartBenefitsSM Employer Seminars
4/24/2015	Gazette.net	Rockville events will celebrate Bike Month
4/27/2015	District Chronicles	Metro Brief: Register for Bike to Work Day 2015

4/28/2015	goDCgo E-Newsletter - District Department of Transportation	Walk This Way: Tomorrow is National Walk@Lunch Day
4/29/2015	Falls Church News - Press	City supports Two Bike to Work Day Pit Stops
4/30/2015	Bike and Roll Blog	5 Things to do in DC in May
4/30/2015	MWCOG E-Newsletter	Video: Bike to Work Day 2015
May	About Travel	Bike Events 2015 in Washington DC
May	Georgetown BID	CELEBRATE BIKE TO WORK DAY IN GEORGETOWN MAY 15
5/1/2015	The Washington Post_Going Out Guide	The Hotlist: 13 things to see, eat, drink and do in May 2015
5/4/2015	goDCgo E-Newsletter - District Department of Transportation	Celebrate National Bike Month
5/4/2015	The Georgetown Dish	Celebrate Bike To Work Day in Georgetown May 15th
5/6/2015	Falls Church News - Press	'Bike to Work' Day on May 15 Highlights Falls Church Bike Plan
5/6/2015	Capital Bikeshare	Cycle With Class - Learn from WABA
5/8/2015	Momentum Mag	Five Bike to Work Week Events Around the US
5/11/2015	Dcist	Bike To Work Day Is Happening Friday
5/11/2015	Rockville Patch	Beat Frederick, Participate in Rockville Bike to Work Day
5/11/2015	The Fredrick News Post	6 Things to Know This Week — May 11
5/11/2015	The Georgetownner	Friday Is Bike-to-Work Day
5/11/2015	Washingtonian	See How Four Washingtonians Bike to Work
5/12/2015	Investor Place	Bike to Work Day 2015: What to Know
5/12/2015	Time Magazine	These Are the 9 Best Cities for Biking to Work
5/13/2015	Afro American	Comptroller to Promote Bethesda Bike to Work Day, Tour Laurel School and Present WDS Award
5/13/2015	Alexandria's Red Brick Town	Bike to Work Day is This Friday in Alexandria and the DMV
5/13/2015	Arlington Now	Bike to Work Day is This Friday
5/13/2015	Gazette.net	Bike to Work Day is Friday
5/13/2015	Greater Washington	Friday is Bike to Work Day. Here's where to find a pit stop
5/13/2015	Reston Now	Friday is Bike to Work Day 2015
5/13/2015	The Washington Post - Going Out Guide	Bike to Work Day
5/13/2015	WABA Blog	HOW TO PREPARE FOR BIKE TO WORK DAY
5/13/2015	Washington Post - Local VA	Alexandria-Arlington community calendar, May 14-20, 2015
5/14/2015	Arlington Now	AAA to Roll Out Local Roadside Bicycle Assistance
5/14/2015	Dcist	D.C.'s Bikeability Ranking Drops, But Still One Of The Most Bikeable Cities
5/14/2015	Fairfax Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	Manassas Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	PlanItMetro blog	Metro Pitstops on Bike to Work Day – Friday!
5/14/2015	Popville DC Neighborhood Blog	Bike to Work Day is Tomorrow – Get a Free U Lock from Metro and Free Coffee from Bike Rack
5/14/2015	Smithsonian	Smithsonian Rolls Out Bicycle History for Bike-to-Work Day
5/14/2015	The Washington Post	"Bike to Work Day" forecast: No rain, hurrah!

5/14/2015	The Washington Post - Dr. Gridlock	Bike to Work Day is Friday and the weather forecast is...
5/14/2015	The Washington Post - Going Out Guide	The long-running USDA Farmers Market is adding night hours on Friday
5/14/2015	USDA	Walk, Run, Ride to the First USDA Farmers Market at Night
5/14/2015	Washington Business Journal	AAA Mid-Atlantic has expanded its roadside coverage to include bicycles, including Capital Bikeshare
5/14/2015	Washington Business Journal	Washington, D.C., is a top 10 bike-friendly city
5/14/2015	Washington Post - Metro	The Wheels are in motion for Bike to Work Day
5/14/2015	Washingtonian	17 Biking Apparel Pieces to Improve Your Ride on Bike to Work Day
5/14/2015	Washingtonian	Get Ready for Bike to Work Day 2015
5/14/2015	Washingtonian	How Capital Bikeshare Stacks Up Against Other Forms of Transportation
5/14/2015	Washingtonian	10 Creative, Design-Friendly Ways to Store a Bike
5/14/2015	Woodbridge Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	NoMa BID Newsletter	Bike to Work Friday, May 15
5/15/2015	Alexandria's Red Brick Town	Carlyle Council Donates \$100,000 to Alexandria's Capital Bikeshare Operating Fund
5/15/2015	Dcist	DDOT Adds More Wheel Stops To Pennsylvania Avenue, Cyclists Rejoice
5/15/2015	Falls Church News - Press	Bike to Work Day
5/15/2015	Greater Greater Washington	Breakfast links: Keep rollin'
5/15/2015	Hill Now	Morning Rundown
5/15/2015	Kabir Cares.org	Bike to Work Day – This Friday
5/15/2015	League of American Cyclists	HAPPY NATIONAL BIKE TO WORK DAY!
5/15/2015	Mass Transit	Metro Supports Bike to Work Day
5/15/2015	MD Magazine	2015's Best Cities for Bikers
5/15/2015	Rep. Don Beyer	Happy Bike to Work Day!
5/15/2015	The City Fix	Friday Fun: 2015's Top Bike Stories So Far
5/15/2015	The Fredrick News Post	Bike to Work Day rolls out the fun
5/15/2015	The Triangle	Bike to Work Today in the Triangle
5/15/2015	The Washington Post	Six cities that do biking better than D.C.
5/15/2015	The Washington Post - Capital Weather Gang	D.C. area forecast: Pleasant and variably cloudy today; Muggier and warmer this weekend
5/15/2015	USA Today	3. National Bike to Work Day encourages commuting on two wheels
5/15/2015	Washington Business Journal	Commuters hit the road for Bike to Work Day (Video)
5/15/2015	Washington Business Journal	What does it take to become a bike commuter? (Video)
5/15/2015	Washington Business Journal	Results: Did you participate in Bike to Work Day?
5/15/2015	Washington City Paper	On Bike to Work Day, New Protections, Same Ol' Crashes
5/15/2015	Washingtonian	What to Do This Weekend: May 15 to 18
5/15/2015	White House Council on Environmental Quality Blog	Celebrating National Bike to Work Day
5/16/2015	The Wash Cycle	BTWD at Eastern Market

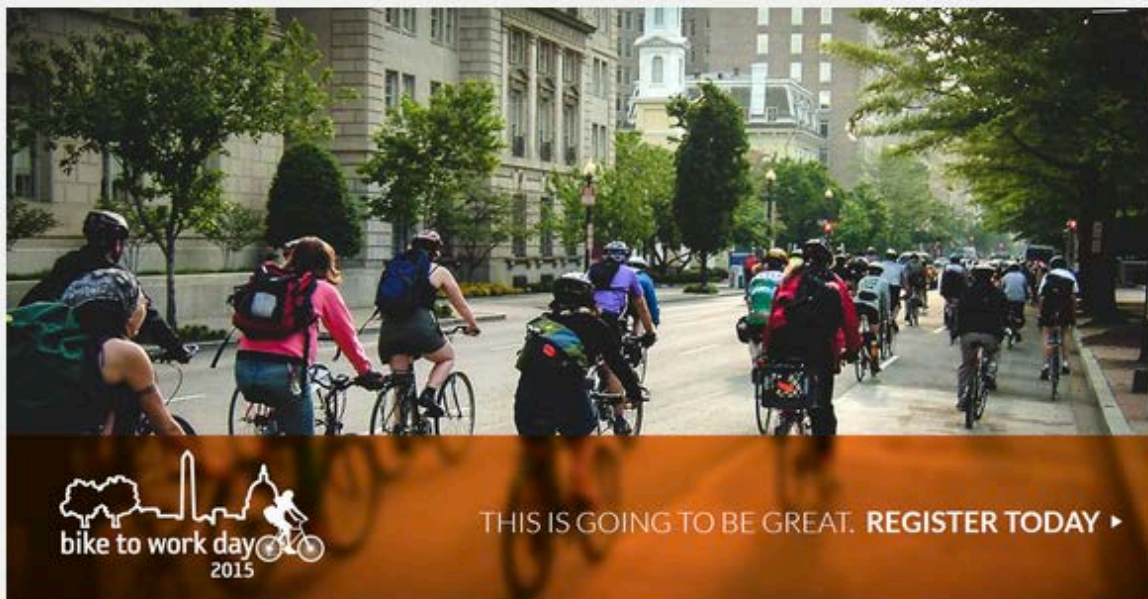
5/17/2015	Alexandria's Red Brick Town	Bike to Work Day 2015 in the Carlyle Neighborhood
5/18/2015	Falls Church Patch	Express Lanes Team Supports Local Pit Stop at Bike to Work Day 2015
5/18/2015	Gazette.net	Thousands use pedal power to get around Montgomery County
5/18/2015	BicycleSPACE Blog	Bike to Work Day 2015: One for the history books
5/19/2015	Potomac Local	150 commuters participated in Bike to Work Day
5/19/2015	The Wash Cycle	Bike to Work Day Wrap-Up
5/20/2015	The Connection	More Area Residents Bike To Work
5/21/2015	Arlington Transportation Partners Blog	Bike to Work Day Recap: Waterview
5/28/2015	Arlington Now	Progressive Voice: Happy Bike Month!
5/28/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day Breaks Record Ridership
6/1/2015	The Frederick News Post	On the Move: Frederick wins Bike to Work Day challenge
6/2/2015	Capital Bikeshare	Working Hard on #BTWDC 2015
6/5/2015	NIH Record Newsletter	NIH'ers Leave Cars at Home for Bike to Work Day
Television Coverage - 7		
5/14/2015	CBS DC	More Than 75 D.C. Area Pit Stops Planned for 'Bike to Work Day'
5/15/2015	ABC 7	Thousands of D.C. area cyclists prepare to hit the road for 'Bike to Work Day'
5/15/2015	ABC 7	D.C. area cyclists will hit the road for 'Bike to Work Day'
5/15/2015	ABC 7	Bike to Work' Day kicks off in D.C. area
5/15/2015	Fox DC	Officials highlight Bike to Work day in Maryland
5/15/2015	4 NBC Washington	Bike to Work Day Is Back! Hit the Road May 15
5/15/2015	9 WUSA	It's Bike to Work Day!
Radio Coverage - 4		
April	HOT 99.5	Enter to win a Single Speed Hudson Bike
5/6/2015	WTOP	Illegal U-turns across Pennsylvania Avenue bike lanes growing safety concern
5/14/2015	Total Traffic	Tom Roberts Interview with Nick Ramfos
5/15/2015	WAMU	Better Bicycling Information May Be On The Way From D.C. DMV

Photos and Other Items

WABA website



Supporter, let's go for a bike ride!



Bike to Work Day

May 15, Various pit stop times

79 pit stops across DC, MD and VA

Ride your bike to work. Stop at a pit stop for a snazzy orange t-shirt and other goodies.

Maybe you already bike every day, or maybe you only bike twice a year. Or maybe you have friends, co-workers or neighbors who have a bike in their garage and this is your opportunity to invite them to go for a ride with you.

[Register today](#)

Volunteer with WABA to help spread the bike love at a pit stop near you on BTWD. [Sign up to volunteer.](#)


WABA Facebook Page

Post Details Reported stats may be delayed from what appears on posts X

Washington Area Bicyclist Association (WABA)
Published by Michelle Cleveland [?] · May 13 · 🌐

Here's how you can prepare for Bike to Work Day on Friday!

1. Get your bicycle ready
2. Dress for success (on the bike!)
3. Plan your route... [See More](#)



How to Prepare for Bike to Work Day
Bike to Work Day is in two days! But don't freak out, WABA is here to make sure you and your bicycle are ready for your commute to work. (Procrastinator? There is still time - Sign up here!) Whethe...
WABA.ORG

70 Likes 2 Comments 38 Shares

Like Comment Share

7.9K People Reached | **510** Post Clicks

[Boost Post](#)

7,904 People Reached

202 Likes, Comments & Shares

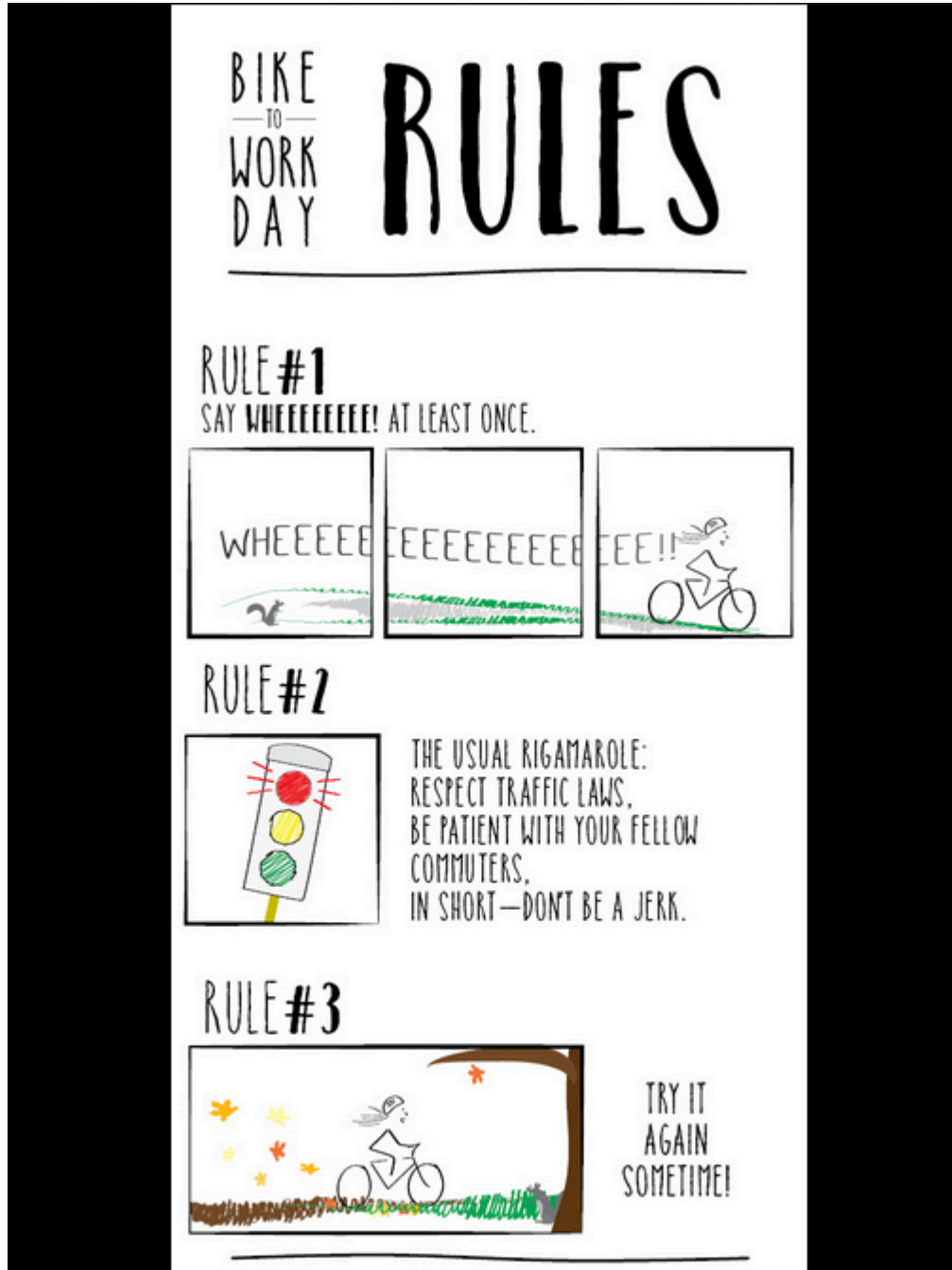
141 Likes	70 On Post	71 On Shares
22 Comments	2 On Post	20 On Shares
39 Shares	38 On Post	1 On Shares

510 Post Clicks

0 Photo Views	191 Link Clicks	319 Other Clicks
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WABA @WABADC · May 15

Important:

[#biketoworkday](#)

[#BTWDC](#)



Retweet 25

Like 13



WABA Tweet



WABA @WABADC · May 15
cues up Eye of the Tiger

LET'S DO THIS.

#biketoworkday #BTWDC



RETWEETS

10

FAVORITES

13



6:33 AM - 15 May 2015 · Details



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Adams Morgan



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Bowie



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Columbia Pike



Edgewood



Fairfax Government Center



Frederick



Georgetown



Greenbelt



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Leesburg



Manassas (VRE)



Manassas (GMU)



National Geographic



NoMa



North Bethesda



Reston



Rockville Town Center



Rosslyn



Shirlington



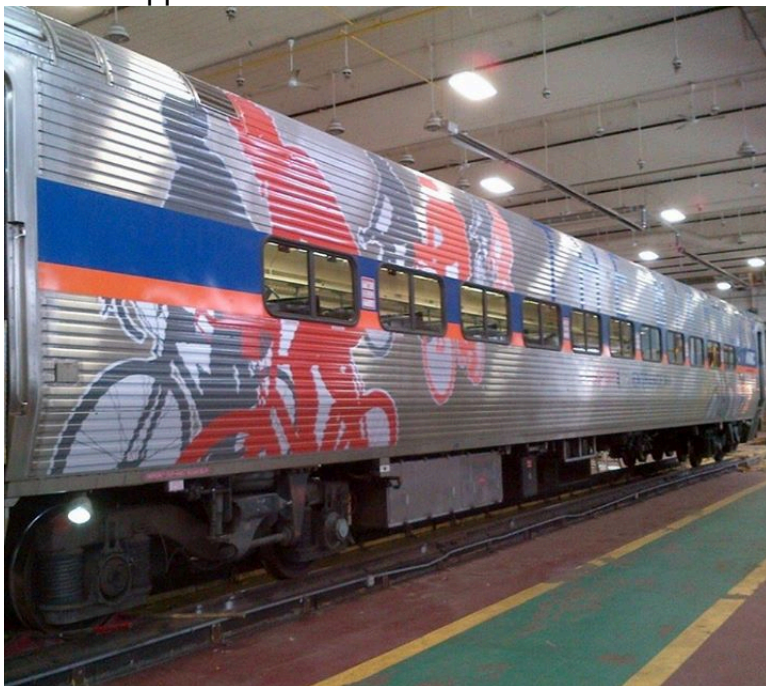
Woodbridge (Chinn Center)



Woodbridge (VRE)



MARC Support



Alexandria (Carlyle)



Oxon Hill



Freedom Plaza



Crystal City



Alexandria (Old Town)



Golden Triangle



