

Item #3

Bike to Work Day 2008
Washington DC Metropolitan Region
January 27, 2009



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Metropolitan Washington Council of Governments
National Capitol Region Transportation Planning Board
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Final Draft Report

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ACKNOWLEDGEMENTS

The 2008 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Angela Atwood-Moore - NIH
Ann Beisel – Whole Foods Market
Anna McLaughlin - DCDOT
Bob Moore - VDOT
Bruce Wright – Chairman, Fairfax Advocates for Better Bicycling
Carrie Sanders – City of Rockville
Cathy Compton - AOL
Charlie Strunk, Jeffrey Hermann, and Nohemy Miranda – Fairfax County DOT
Christopher Arabia - VDRPT
Dan Hayes – University of Maryland
David Hartford – Oasis Bike Works
Dotty Dalphon – TransIT of Frederick
Elisa Vitale – City of College Park
Frank Stevens – City of Bowie
Fred Shaffer – Prince George’s County
Gaylynn Abram - VDOT
John Brunow – Bikes@Vienna
Victor Miranda and Rebecca Torma – City of Rockville
Yon Lambert and Josh Lambert – City of Alexandria
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Kelly Peterson – Downtown DC BID
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Phil Koopman – City Bikes
Rob Mandle – Crystal City BID
Robin Briscoe – Tri-County Council
Terrie O’Steen, Sheila Wilson, Linda Provost, Mark Sofman – Montgomery County Commuter Services Section

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
Mark Hersey Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Eric Gilliland Henry Mesias Chantal Buchser

Virginia Department of Transportation

Maryland Department of Transportation

DC Department of Transportation

For their continued funding support of the Commuter Connections work programs

The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Steve Kania with assistance by Eric Gilliland at the Washington Area Bicyclists Association and Kimberly Alleyne with Arch Street Communications.

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2008 a success.

BACKGROUND and EXECUTIVE SUMMARY

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

For the eighth year in a row, Bike to Work Day planning began in the fall of 2007 for the 2008 May 16th event. The Steering Committee's goal for the event was 7,300 registrants.

Overall the May 16, 2008 event generated over 6,957 registrants (an increase of 7% over the 2007 event). The approximate breakdown of registrants by pit stop was:

1. Alexandria – 432
2. AOL-Dulles – 100
3. Arlington – 850
4. Bethesda – 575
5. Bowie Old Town– 21
6. Bowie Town Center - 42
7. College Park – 145
8. Crystal City - 349
9. Fairfax County Government Center – 138
10. Fairfax City – 137
11. Frederick - 136
12. Freedom Plaza (DC) – 1,367
13. Hyattsville – 82
14. Indian Head - 39
15. Leesburg – 252
16. NIH - 492
17. North Bethesda – 227
18. Reston – 503
19. Rockville Courthouse – 125
20. Rockville Falls Grove – 112
21. Silver Spring – 307
22. Springfield - 61
23. Sterling-Orbital – 254
24. Tysons Corner - 95
25. Vienna – 319
26. White Oak - 36

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$26,300 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 7,300 cyclists on Bike To Work Day (BTWD) 2008, included:

- Web site designed and maintained by WABA
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA's membership.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site.
- Donated ad space by downtown Circulator buses
- A radio media campaign by Commuter Connections.
- Outreach to employers through a direct mail marketing and email campaign by Commuter Connections.
- An article geared towards employers in the Commuter Connections newsletter.
- Local marketing efforts by the various pit stop managers.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- Banners designed and printed by Commuter Connections.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments Public Affairs Office, Commuter Connections and WABA
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through City Bikes.

In addition, 24 bicycling routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

*In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclists Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 31% from 2001 to 2007. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

*In the Fiscal Year 2006 Commuter Connections Work Program, the Bike to Work Day Event was given a line item for the Commuter Connections budget. Commuter Connections is funded by the District of Columbia Department of Transportation and the Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation.

COLLATERAL MATERIAL

The Bike To Work Day 2008 collateral materials used included the following items:

Rackcards 3¾ x 8½" (50,000)

Posters 8½" x 11" (20,000)

Interior Bus Signage on Downtown DC Circulator Buses (24)

T-Shirts (7,000)

E-mail marketing message to previous year participants

Web Site

Banners 6' x 4' available for every pit stop

Water bottles with logo imprinted available for each pit stop (for a fee)

The marketing materials used for the 2008 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The rackcards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2007 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections and also designed and maintained a web site for information and registration links to the WABA site. Partner organizations included links from their websites to the registration page for the event.

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

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 16, 2008 designating May 16th as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as the individual jurisdictions that hosted pit stops.



Bike to Work Day 2008 Sponsor Declaration

Return No Later Than Jan 31, 2008

Please check one of the following Sponsor Levels:

GOLD SPONSOR LEVEL **\$7,000**
Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items

SILVER SPONSOR LEVEL **\$4,000**
Logo on 7,000 T-Shirts plus Bronze level items

BRONZE SPONSOR LEVEL **\$1,000**
Logo on Website and 70,000 Brochures and/or Posters

If In-kind donation, please describe: _____

Note: quantity counts for 2008 are estimates based on previous year's activity.

Name : _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

e-mail: _____ Phone: _____

Fax: _____ Website: _____

Signature _____ Date: _____

Please make check **payable** to the **Metropolitan Washington Council of Governments** 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send logo to dfranklin@mwkog.org in high resolution for quality reproduction. Fax signed form to (202) 9623203. Contact Douglas at (202) 962-3792 with any questions.



SPONSORSHIPS

Commuter Connections gained both monetary and in-kind sponsorships from a variety of organizations in the Washington metropolitan region. The following is a list of sponsors who graciously donated to the Bike to Work Day 2008 event:

Top Level Sponsors:

- City Bikes
- Commuter Connections
- Crystal City BID
- goDCgo.com - DDOT and Downtown BID
- HSBC Bank
- ICF International
- WABA

Other regional sponsors:

- Bike and Roll
- bikes@vienna
- Breezer
- Cannondale
- Cannondale
- Capital Crescent Trail
- DC Lottery
- GeoEye
- Honest Tea
- Jamis Bicycles
- Jandd Mountaineering
- Kryptonite
- Local Motion
- OnGuard
- Peak Racks
- Potomac Pedalers
- REI
- Serfas
- The Bicycle Escape
- Timbuk2
- ToPeak
- VPSI Inc.
- Whole Foods

HIGHLIGHTS FROM AREA “PIT-STOPS”

Alexandria: Despite the rain, commuters traveling by bicycle were undeterred, stopping by the Alexandria Bike to Work Day pit stop to enjoy free food and beverages, complimentary maintenance services, exhibitor information, and the chance to win various free prizes. On Friday, May 16, in recognition of national Bike to Work Day, Alexandria and the entire DC area celebrated and promoted bicycle commuting as an affordable, efficient, and environmentally-friendly way of getting to work. Thousands of area commuters, many for the first time, rode their bikes to work to demonstrate that the region’s transportation network makes bicycling a feasible travel option.

Organized by the Washington Area Bicycle Association, the event featured 25 pit stops in Virginia, Maryland and the District of Columbia where bicyclists could stop and relax and listen to various speakers. Many bicyclists then joined "commuter convoys" headed for a rally at Freedom Plaza in the District.

In Alexandria this year, nearly 250 cyclists, just over half of registrants, converged on Market Square between the hours of 6:30 and 8:30 a.m. to participate in the festivities. Councilman Rob Krupicka and Vice Mayor Del Pepper, as well as city Manager James Hartmann and Transportation & Environmental Services director, Rich Baier, were at the Market Square pit stop to welcome bicycle commuters and assist with raffling prizes. City leaders stress their commitment to events like Bike to Work Day as a way to introduce more commuters to bicycling – a transportation option that is clean, quiet, efficient and is much less costly than driving to work.

AOL: Over 100 riders came to the company sponsored pit stop. AOL provided prizes and giveaways as well as a bike donated by the local bike shop.

Arlington: Over 800 riders registered for the event at Rosslyn Gateway Park.

Bethesda: With a record 575 registered participants, the Bethesda Bike to Work Day was a tremendous success! Actual on-site attendance was around 250.

Delegate Bill Bronrott served as the official Bike to Work Day emcee. He did a great job keeping the event program flowing smoothly, as there were many prizes to raffle, proclamations to read, and awards to present. A DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

Maryland State Comptroller Peter Franchot; Delegate Susan Lee; Richard Hoyer (representing Councilmember Duchy Trachtenberg); Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Several businesses were provided tables with representatives at the event, informing attendees of their services and products.

Delegate Bronrott also helped present Bethesda's Fourth Annual Bicycle Commuter Spirit Awards. This year's *Most Committed Bicycle Commuter* went to Ray Heinsman, of Gallagher & Associates, for biking to work year round, rain or shine, for the past seven years. *Longest Distance Commuted By Bike* went to Rick Arrowsmith, of GE Healthcare Financial Services, for regularly biking over 23 miles each way, to and from work.

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

Bowie Town Center and Bowie Old Town: Once again this year, the City of Bowie had two (2) pit stops: Bowie Town Center; and, Old Town Bowie. At the Bowie Town Center pit stop, 42 participants preregistered and five (5) "walk-ups" enrolled. Due to the rainy weather, only 14 riders attended the event, a participation rate of approximately 30%. At the Old Town Bowie pit stop, 23 folks preregistered, but only one (1) rider attended. Biking materials and maps were distributed at both pit stops. Thanks are extended again this year to the Simon Property Group for donating all of the food and beverages at the Bowie Town Center pit stop. Drinks and food for the Old Town Bowie pit stop were contributed by: the Bowie Wild Bird Center; Boyd Campbell/Century 21 Realty; Dunkin' Donuts at the Shoppes at High Bridge; and TJ Elliott's Restaurant. Honest-T of Bethesda donated a variety of their flavored tea drinks to the Bowie pit stops. All of these donations were very much appreciated.

College Park: The steady rain failed to dampen the spirits of riders at the College Park pit stop. Sixty-three riders enjoyed the festivities at City Hall. City of College Park and University of Maryland staff managed the pit stop. Members of the City's Committee for a Better Environment helped staff the event and sponsored the purchase of coffee. The Bagel Place donated bagels, My Organic Market donated fresh fruit and water, Honest Tea donated tea, and REI donated water bottles and bike tune-ups.

The Prince George's County Department of Public Works and Transportation, the University of Maryland University Police, and the Maryland-National Capital Park and Planning Commission provided bike safety tools and tips, as well as information on new trails in the planning process. The University Police's Operations Trailer provided shelter from the rain. Riders had the opportunity to test out the bike rack on a Shuttle UM bus. The highlight of the morning was a visit from Michael Jackson, the bicycle coordinator for the Maryland Department of Transportation. Distinguished guests included College Park City Council Members Mary Cook, Jack Perry, and Patrick Wojahn.

Crystal City: The event was hosted by the Crystal City BID with over 340 riders who registered for the event.

DC Freedom Plaza: The rain did not stop the commuters from riding down to Freedom Plaza in 08. The total number of registrants for Freedom Plaza was 1,354 and it seemed as though about 70% of those registered showed up the day of. The pit stop was advertised to be open from 8:00am to 9am, but riders began rolling in around 7am.

Riders were treated to free coffee and donuts provided by Dunkin Donuts. There was plenty of fruit, bagels, and water. After riders picked up their Bike to Work Day t-shirt and water bottle they could grab a raffle ticket from one of the City Bikes Employees. In addition to providing raffle prizes City Bikes also provided two mechanics for quick tune-ups. SAMS were on hand to help with the cleanup.

There was a full schedule of speakers at the stage. The PA system was powered by bicycle powered generators loaned to pit stop by American University and the filler for the space between speakers with a DJ from 94.7 fm and everyone's favorite singing bike group, the Tune-Ups. The guest speakers included Council Members Jim Graham, Muriel Bowser, Tommy Wells, Mary Cheh, Kwame Brown, Director of the Department of Transportation Emeka Moneme, Kevin Mills of Rails to Trails, Don Zimmerman of ICF Consulting, Phil Mendelson of COG, and Nick Ramfos of Commuter Connections.

Riders also had a plethora of tables visit. Freedom Plaza featured tables from Rails to Trails, League of American Bicyclists, Kryptonite, Zip Car, Honest Tea, ICF, HSBC, The Coalition for Smarter Growth, and City Bikes.

Fairfax County – Fairfax Corner: In spite of the weather forecast (cool temperatures and an annoying consistent drizzle), our Fairfax Corner pit stop was a success with close to 60% of the registered riders checking in and picking up their "T" shirts. This year, the pit stop was co-managed by REI (Fairfax Store) and the Fairfax County Department of Transportation. Riders were greeted with coffee, bagels, donuts, fruit, and ice tea and lots of freebees. A Fairfax Connector bus was on site with hands on demonstrations on how to load your bike on a bus bike rack. Chairman of the Fairfax County Board of Supervisors, Gerry Connolly, stopped by and greeted riders, discussed the Board's Comprehensive Bicycle Initiative, and unveiled the new Fairfax County Bicycle Route Map (made available at all pit stops within the county on Bike to Work Day). Gifts, generously donated by many stores and manufacturers were raffled off to the participants and helped make the morning a big success. Our 2008 sponsors included: REI, HSBC Bank, Wegmans, California Pizza Kitchen, Starbucks, Kryptonite, Honest tea, City Bikes, the Peterson Company, and Fairfax County Department of Transportation.

Fairfax – University Mall (GMU): A total of 137 riders registered for the event held at University Mall by George Mason University's Fairfax campus. Oasis Bike works offered free bike adjustments for riders and Brion's Grill provided food for the pit stop. There was a Traveling Bicycle Museum showing bicycling over a 70 year span.

Frederick: TransIT participated in the annual Bike to Work Day celebration on Friday, May 16, by offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and riding public transportation. The Frederick pit stop had a 90% increase in registrations for this year's event! And despite the rainy weather, 65 bicycle enthusiasts - including City and County officials - celebrated the benefits of biking to work. Local sponsors joined in the event and provided free food, coffee, give-aways, and a free bike. Reporters from the Frederick News-Post and Frederick.com provided coverage of the event.

Hyattsville: Over 60 riders attended the pit stop and many more passed by en route to the Freedom Plaza pit stop.

Indian Head: On Friday, May 16th, the Tri-County Council for Southern Maryland in cooperation with Charles County Government, The Town of Indian Head, and the Naval Support Activity South Potomac. An official ceremony was held which included the members of the The Henry E. Lackey AFJROTC (Tsgt (Ret) Matthews, Right Guard: Dami Williams U.S. Flag: Larry Holmes, MD Flag: Amber Pate, Left Guard: Adrian Hudson-Odoi), Information on Bike to Work Day was given to the audience by Delegate Peter Murphy, Charles County Commissioner Vice President, Dr. Edith J. Patterson served as the official host and also presented a proclamation to the Tri-County Council for Southern Maryland where the Charles County Commissioners recognized May 12 – May 16 as Bike to Work Week and that biking to work is healthy and environmentally sustainable alternative to drive alone commuting. Mayor Dennis J. Scheessele of Indian Head and Commander Weaver from the Navy Support Activity South Potomac also supported the event and the activities surrounding Biking to Work. Third Graders from Indian Head Elementary School and Sixth Graders from General Smallwood Middle School participated by studying curriculums from Clean Air Partners and speaking with Ms. Rebecca Davis at the Session. The students were also given instructions from CCSO Community Policing Team B of the Charles County Sheriff's Department on Bicycle Safety. Seniors and members of the disabled community were given information on wellness activities, including demonstrations by the Indian Head Senior Center on exercising and dancing. Displayers were: Charles County VanGO, Indian Head Senior Center, American Red Cross, Spring Dell, Southern Maryland Blue Crabs Baseball, Washington Area Metropolitan Transit Authority (WMATA), Tri-County Council for Southern Maryland, the USO of Metropolitan Washington.

Leesburg: The Leesburg Pit Stop continued its steady rate of growth with 252 pre-registered bicyclists this year. Some 113 riders braved the early morning rain and visited the pit stop between 6:00 a.m. and 9:00 a.m. Upon arrival, riders received a pair of Bike to Work Day socks, light breakfast and the opportunity to register for several local raffle prizes, including restaurant gift cards, fitness center passes and a grand prize bicycle.

A local Starbucks provided coffee. VDOT provided water and granola bars. Loudoun County Commuter Services purchased and served breakfast pastries, fruit, juices and water.

The pit stop also featured a demonstration of electric bicycles. Additionally, an organizer for Le Cirque du Cyclisme, which was held in Loudoun County this year, was on hand to thank riders and share information.

Plum Grove Cyclery was available to assist bike riders with minor adjustments and to show off their grand prize bike, which was won by a Loudoun County government employee. During the weeks prior to the event, the bike was displayed at the Loudoun County Government Center. The display and colorful Bike to Work Day banner helped generate interest in the event.

North Bethesda: Even though the weather did not fully cooperate the North Bethesda pit stop had over 150 enthusiastic and energetic bikers begin arriving promptly at 6:30 a.m. in

the rain. Our host, U.S. Nuclear Regulatory Commission, graciously assisted the pit stop crew and made it another successful Bike to Work Day.

There were 2 winners for the *North Bethesda Hero Cyclist Award*. Dana Miller, our “zen” bicyclist, travels 12 miles each way 5 days a week. She is a true believer in cycling, even planning a bike excursion in Alaska over the summer. Our 2nd winner, Suzanne Carter, is a dedicated cyclist that rides in any type of weather. She rides 5 days a week also and her daily round trip is 16 miles. Our congratulations to both winners!

A great continental breakfast with dj music was ready for all riders and participants. They could even sign up for a quick massage to get the kinks out (which was very popular of course). Each registered rider received a free T-shirt, bike bag, eco-friendly pen, water bottle and many bike maps. REI bike techs were on hand to provide free safety bike checks. The prizes were donated by area businesses and raffle winners were called every 15 minutes. From gift certificates to bike helmets, all the bikers were eagerly awaiting the announcement of the grand prize winner, Ms. Kimberly Tene, the recipient of a brand new bike! She has completely outfitted her bike with a basket and saddlebags and rides it to and from work. She happily remarked, “It is so much nicer than my old bike!”

The North Bethesda pit stop crew would like to thank Nancy Floreen, County Council member, for presenting awards to the “heroes” and Ms. Tene. A “Thank you” went to all our sponsors - they each received a Certificate of Appreciation from the staff of North Bethesda TMD for their contributions for our pit stop.

NIH: The NIH Bicycle Commuter Club drew 465 registered riders—the strongest showing yet at its Bike to Work Day pit stop. This represented an increase of about 35 percent from last year’s participation totals. NIH BCC organizers attribute the high participation levels to higher gas prices, as well as to a seminar in April sponsored by the club and the NIH Division of Amenities and Transportation Services, ORS. ORS staff and NIH BCC members answered questions about how NIH’ers can get started with bike commuting, including packing clothes for the workday, showers and bike parking on campus, mentors who can share routes, bike to Metro rail/bus commuting and safe cycling resources. The event packed a conference room with over 100 potential new bike commuters attending.

NIH had three Bike to Work Day pit stop sites, to facilitate participation by employees who work at satellite facilities: Building 1 on the main campus, Rockledge Drive and Executive Blvd. Many employees attended other WABA pit stops and identified NIH as their employer during registration. Despite drizzle throughout the morning, 246 registered riders showed up at the Building One site with their bikes. Among those were several newcomers who completed their first commute to NIH. The total round-trip mileage logged by bike that day to NIH locations was 2,966 miles—an average of 12 miles per rider!

Margarita Valencia of NIMH commuted for the first time from her Mt. Pleasant neighborhood with the help of friend and colleague Jerry Overman of the Clinical Center. Valencia said she will continue bike commuting and agreed that it helped a great deal to have someone show her how to get started.

For Nona Colburn of NIAMS, attending the 2008 BTWD was the culmination of several

goals. Her New Year's resolution for 2007 was to make her 4-mile round-trip commute every day of that year by bike. She missed only one day of bike commuting due to a severe ice storm. She cycled through 14-degree temperatures, snow, rain and sleet to meet her goal and lost 20 pounds in the process. Colburn's enthusiasm for fitness is infectious: Two of her coworkers have tried bike commuting after hearing her story. "I can't say enough about it to encourage others to try it," she said. "I feel so much better having lost weight. I don't have to spend money on gas and a gym membership. It takes me less time to get to work on a bike than in a car, plus I'm more awake and alert when I arrive."

Nearly tied for the title of longest bike commute were James Nagle of NINDS with 46 miles from Reston, Va., and Steven Rubin of FDA with 45 miles from Buckeystown, Md. The third longest route to campus probably belongs to Phil Snoy of FDA, who biked 22 miles each way from Poolesville. He calculated that with gas approaching \$4 per gallon, each day he bikes to work saves him \$6.

"It only takes me 30 minutes longer to get to NIH by bike than it would in a car. Plus I'm getting into better shape and saving money," Snoy said.

Reston: Nearly 500 people registered for the Reston pit stop. Despite the light rain, approximately 270 cyclists attended. Fairfax County Hunter Mill District Supervisor Cathy Hudgins rode her bike to the event and greeted the cyclists. Reston Association Director Robin Smyers also said a few words and helped with the raffle. A-1 Cycling and The Bike Lane of Reston provided mechanical support. Great Harvest Bread, Whole Foods Market, and Starbucks provided food and drinks. HSBC gave a generous cash contribution to help fund the cost of the large tent used for the event, which was shared with the Greater Reston Art Center's (GRACE) Northern Virginia Fine Arts Festival held on the following weekend. Other local sponsors included the Reston Town Center Association, The Reston Bike Club, Fairfax Advocates for Better Bicycling, Friends of the W&OD Trail, and the Reston Association.

Rockville: Once again this year the City of Rockville had two pitstops, one at the Fallsgrove Transit Center and the other on the plaza in front of the new library in the Rockville Town Center. The Town Center pitstop was moved this year to help celebrate its opening. Despite the rain, each of the pitstops had 52 riders that were greeted with hot coffee from Starbucks, bananas from Whole Foods, bagels and juice. In addition, the Town Center stop had a brunch casserole that was donated by La Tasca. Everyone enjoyed the food and were especially grateful for the large tent in Town Center and the use of the transit facility in Fallsgrove. The City had many volunteers including the City staff and the Rockville Bike Advisory Committee members.

Silver Spring: Over 248 of the 340 registrants signed in for the 2008 Discovery Pit Stop. There were probably another 50 people that attended that did not register. Discovery Communications was the host site for this event and contributed not only time and staff to make this event successful, but also donated one of the Grand Prizes Trek bicycle for the event. A second Grand Prize of a Trek bicycle was donated by The Bicycle Place. Discovery also gave us fanny packs for our "Goody Bag" which included an athletic towel and several bicycle route maps provided by Commuter Services.

Keynote speaker was Arthur Holmes, Director of Montgomery County's Department of Public Works and Transportation. Sande Brecher, Administrator, Montgomery County Commuter Services was the MC for Bike to Work Day event. Bicycle registration was once again handled by the Montgomery County Police with 25 people registering their bikes. Music was provided by JR of Ultimate Entertainment. Throughout the event we did Bicycle Trivia questions to give prizes away and also conducted random drawings for prizes.

Prizes were donated from the following companies: Discovery Communications, Commuter Services, City Bikes, The Bicycle Place, AFI Silver Theatre and Cultural Center. Prizes ranged from bicycle locks to gift certificates to local theaters to a travel bag. Most prizes were bike related. Other Donations were also provided by the following companies: Whole Foods Market, Honest Tea and Caribou Coffee hosted a "Coffee Tent" with Coffee, Iced Coffee and Tea. Food was provided by Montgomery County Commuter Services.

There were several Bikes on Bus demonstrations by Montgomery County Ride On.

Outreach for the event:

- Three "Over the Road" Signs
- Email and Letter to Silver Spring employers and Chamber Members with Posters and Palm Cards
- 1 Banner (Week of event at Discovery)
- Silver Spring Regional Service Center leaders message
- Commuter Services Website
- Commuter Connections outreach
- Palm Cards in Take One Racks at City Place Mall, the Silver Spring Redevelopment Office and the Commuter Express store.

Springfield: The Fairfax County Department of Transportation sponsored and staffed the Springfield pit stop. Located at Franconia-Springfield Metro Station, we had lots of people show up despite the rain. Placing our booth in such a high traffic area definitely spreads the word about biking to work. Many thanks to the volunteers and the local sponsors: Greater Springfield Chamber of Commerce, Springfield Mall, The Bike Lane, Wegman's, VDOT, FABB, City Bikes, Honest Tea, Kryptonite, HSBC Bank, and Metro.

Sterling: The Sterling Pit Stop grew by 62 pre-registrants this year, bringing the 2008 total to 254. While the rain kept some of the pre-registrants away, more than 120 stopped by for t-shirts, refreshments, giveaways and the opportunity to win several raffle prizes between 6:30 a.m. and 9:00 a.m. For the fifth consecutive year, Orbital Sciences Corporation hosted the Sterling pit stop along the W&OD Trail. Orbital provided an assortment of pastries, fruit, and beverages. Orbital dedicated three staff members to help before, during and after the event. VDOT provided water and granola bars. Loudoun County purchased coffee and some additional pastries.

Andrea McGimsey, a member of the Loudoun County Board of Supervisors was present to thank riders for participating and to assist with the raffle. All riders who stopped in Sterling were given a pair of Bike to Work Day socks, and the opportunity to register for several local raffle prizes, including restaurant gift cards, fitness center passes and a grand prize bicycle. Bicycle Outfitters was on-site to assist with minor bike adjustments and repairs, and to show-off the grand prize bicycle, which was won by an employee from

Rockwell Collins. LA Fitness returned to the site for a second year, offering passes and giveaways as well.

In spite of wet weather, it was a particularly successful event for Loudoun County, with Orbital Sciences winning this year's employer challenge.

Tyson's Corner: The pit stop was held at the Booz Allen Hamilton office building on Greensboro Drive. There were 95 registrants for the event.

Vienna: For the 319 registered for the event there were over 200 that attended the pit stop. Whole Foods donated staff time and food for riders and bikes@vienna (also a pit stop manager) donated bicycle gear and performed bicycle checks. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

White Oak/FDA: Twenty of the 37 registrants signed in for the 2008 Discovery Pit Stop. There were probably another 5 people that attended that did not register. Registrants enjoyed light refreshments of coffee, water, oranges, bananas and muffins. FDA was the host site for this event and contributed time and staff to make this event successful,

Bicycle registration was once again handled by the Montgomery County Police with 7 people registering their bikes. Throughout the event we did Bicycle Trivia questions to give prizes away and also conducted random drawings for prizes. Prizes were donated from the following companies: Commuter Services, City Bikes. Prizes ranged from bicycle locks to gift certificates to a travel bag. Most prizes were bike related.

Other Donations were also provided by the following companies: Whole Foods Market, Freshfield's Market, and Honest Tea. Food was provided by Montgomery County Commuter Services.

Outreach for the event:

Email and Letter to Silver Spring employers and Chamber Members with Posters and Palm Cards; 1 Banner (Week of event at Discovery); Commuter Services Website; Commuter Connections outreach; Palm Cards in Take One Racks at Silver Cycles in Montgomery Hills

EMPLOYER PARTICIPATION

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

*The winner of the Employer Challenge for a free Lunch was Orbital Sciences.

Federal Employers

Bureau of Labor Statistics	Equal Employment Opportunity Commission
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Internal Revenue Service	
Library of Congress	NASA
National Archives	National Capitol Planning Commission
National Institutes of Health	National Labor Relations Board
National Park Service	National Zoological Park
Naval Research Lab	NOAA
Office of Management and Budget	Securities and Exchange Commission
Smithsonian Institution	US Air Force
US Army	US Coast Guard
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Justice
US Department of Labor	US Department of the Interior
US Department of Transportation	US Environmental Protection Agency
US Government Printing Office	US House of Representatives
US Housing and Urban Development	US Navy
US Nuclear Regulatory Commission	US Patent and Trademark Office
US Peace Corps	US Postal Service
US Senate	USAID

State and Local Governments

Arlington County	Charles County
City of Alexandria	City of Bowie
City of College Park	City of Falls Church
City of Frederick	City of Gaithersburg
City of Hyattsville	City of Rockville
City of Vienna	DC Council
Fairfax County	Frederick County
Loudoun County	Montgomery County
Prince George's County	
State of Maryland (including MDOT, MTA and others)	
State of Virginia (including VDOT and VDRPT)	
Town of Leesburg	

Private/Non-Profit Sector Employers

AARP
Alliance to Save Energy
Anteon
Arnold & Porter
AT&T
Boeing
Cable News Network
Cambridge Systematics
Congressional Quarterly
CSC
Digital Paper Corporation
Downtown DC BID
Fannie Mae
Four Seasons Hotel
Friends of the Earth
Human Genome Sciences
ICF International
L-3 Titan
Linowes & Blocher
Marriott
Mitreteck Systems
National Geographic Society
NatureServe
NBC4
NPR
Orbital Sciences
Public Broadcasting Service
Qwest Communications
RAND Corporation
Rockwell Collins
Sallie Mae
Sitesafe
Social & Scientific Systems
SRA International
Torti Gallas and Partners
Verizon
Westat
Willard IC
World Bank

Universities and Colleges

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

Accenture
American Trucking Associations
AOL LLC
ASHA
Baker Botts
Booz Allen
Calvert Group
CEB
Corporate Executive Board
DC Bicycle Courier Association
Discovery Communications
EDAW
FBR
Fox 5
GeoEye
IADB
International Monetary Fund
League of American Bicyclists
Lockheed Martin
Metropolitan Washington COG
National Cancer Institute
National Wildlife Federation
Navy Federal Credit Union
Northrop Grumman
NRECA
PEPCO
Quest Diagnostics
Rails to Trails Conservancy
Raytheon
SAIC
SCS Engineers
Smith Barney
Sprint
Suburban Hospital
U.S. News & World Report
Wegman's
Whole Foods Market
Wilmer, Cutler and Pickering
World Wildlife Fund

Galludet University
George Washington University
Marymount University
NOVA Community College
University of Maryland
Virginia Tech University

RADIO ADVERTISING & MEDIA COVERAGE

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event.

Radio Buy

The BTWD Radio spot aired prior to the event on The Globe 94.7 FM (WARW) and WMAU 88.5 FM.

BTWD Media Coverage:

There were a total of 64 outlets pitched; including print, radio, television and blogs. About 30% became placements.

Print

Washington Times: <http://www.washingtontimes.com/news/2008/may/13/cyclistsgear-up-for-bike-to-work/>

Washington Times:

<http://washingtontimes.com/apps/pbcs.dll/article?AID=/20080513/METRO/63196649/10>

Washington Post: http://www.washingtonpost.com/wpdyn/content/article/2008/05/15/AR2008051503838_p

Washington Post Express:

http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_navigate_dcs_bike_to_work_da.php

Loudoun Times Mirror:

<http://www.loudountimes.com/news/2008/may/14/celebrating-pedal-power/>

Radio

WARW 94.7 The Globe

WAMU FM 88.5 (NPR)

Online/Calendars/Blogs

<http://www.washingtonpost.com/wpdyn/content/article/2008/05/14/AR2008051403630.html>

http://blog.washingtonpost.com/getthere/2008/05/this_is_bike_to_work_day.html

<http://www.farmfreshmeat.com/2008/05/bike-to-work-day-tomorrow.html>

<http://www.fabb-bikes.org/blog/blog.html>

http://cyclejerk.blogspot.com/2008_05_01_archive.html

<http://jcnemecek.com/grosvenor/?P=159>

<http://www.cbn.com/CBNnews/376756.aspx?option=print>

http://dcist.com/2008/03/10/registration_fo.php

http://dcist.com/2008/05/16/morning_roundup_259.php

<http://greenerloudoun.wordpress.com/2008/05/03/loudoun-county-hosts-freebike-to-work-day-on-friday-may-16/>

http://www.gazette.net/stories/051508/frednew165359_32359.shtml

http://www.gazette.net/stories/051508/frednew165359_32359.shtml

<http://gazette.gmu.edu/articles/11993/print>

<http://www.more-mtb.org/forum/showthread.php?t=11286>

<http://www.more-mtb.org/forum/showthread.php?t=11286>

<http://dc.about.com/od/bicycling/a/BiketoWorkDay.htm>
<http://dcrainmaker.blogspot.com/2008/05/bike-to-work-day.html>
<http://www.onearth.org/blog/whats-happening-on-earth/gear-up-for-bike-to-workday>
http://chappleanc.com/public/index.php/2008/05/03/bike_to_work_on_may_16
<http://newsroom.dc.gov/show.aspx/agency/ddot/section/2/release/13629>
http://www.gazette.net/stories/052108/silvnew213643_32380.shtml
http://www.gazette.net/stories/052108/poolnew212221_32363.shtml
<http://blacknell.net/dynamic/2008/05/16/friday-notes-bike-to-work-edition/>
<http://www.washingtontimes.com/news/2008/may/13/cyclists-gear-up-for-bike-to-work/>
<http://www.fabb-bikes.org/blog/blog.html>
<http://www.washingtonpost.com/wpdyn/content/article/2008/05/15/AR2008051503838.html>
<http://washcycle.typepad.com/home/2008/05/new-bike-commut.html>
<http://www.commuterpageblog.com/2008/05/bike-to-work--2.html>
http://sportstalk980.com/script2/print.php?page=/pages/stationevents980.html&article_id=3568730&feed_id=146588
<http://textilesandbicycles.wordpress.com/2008/05/07/ride-a-bike-ride-it-good>
<http://washcycle.typepad.com/home/2008/05/a-final-push-fo.html>
<http://www.businessandmedia.org/printer/2008/20080516160948.aspx> (with video)
<http://washcycle.typepad.com/home/2008/05/bike-to-work-da.html>
<http://city-bikes.blogspot.com>
<http://nylonthread.blogspot.com/2008/05/i-registered-for-dc-bike-to-work-day.html>
<http://www.umd.edu/fyi/index.cfm?id=18101>
<http://www.loudountimes.com/news/2008/may/14/celebrating-pedal-power/>
<http://cityfitnessgym.blogspot.com/2008/05/bike-to-work-day-may-16.html>
<http://www.haloscan.com/comments/rllayman/8696183821556254416>
<http://washcycle.typepad.com/home/2008/05/ucoming-waba-ev.html>
http://www.washingtonpost.com/wpdyn/content/article/2008/05/09/AR2008050902803_pf.html
<http://whygentrify.com/2008/05/13/bike-to-work-day-this-friday-may-16-nationalbike-registry-info/>
http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_navigate_dcs_bike_to_work_da.php
http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_trail_blazer_riding_high_not.php
<http://www.bikeleague.org>
<http://cao.house.gov/press/EEDAILY-20080415.shtml>

Television

<http://www.cbsnews.com/stories/2008/05/16/opinion/smith/printable4103259.shtml>
<http://www.businessandmedia.org/printer/2008/20080516160948.aspx>
Getting to Work Without Gas
<http://abcnews.go.com/print?id=3699613>
<http://video.nbc4.com/player/?id=252074>
<http://www.nbc4.com/traffic/16288404/detail.html>
<http://www.nbc4.com/print/16288404/detail.html>
<http://cbs42weather.blogspot.com>
<http://city-bikes.blogspot.com/2008/05/wtop-bike-to-work-day-video.html>

<http://www.wtop.com/?nid=30&sid=1406464>
News Channel 8 Live Tonight

Bike to Work Day Promotions

94.7 WTBG-FM (The Globe)

- 57 Bonus/PSA :60 Radio Spots
- Bike-to-Work Day Promotion- 2 week promotion supported by 30 promos
- “Bike to Work Day Crew” participated in the event at Freedom Plaza
- Online contest –People who registered for the event through the Globe website had a chance to win a bike or eco-friendly prize
- On-air interview before the event

PROCLAMATION

April 16, 2008

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002-4239**

PROCLAMATION ESTABLISHING MAY 16, 2008 AS BIKE TO WORK DAY IN THE METROPOLITAN WASHINGTON REGION

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

WHEREAS, Bicycle commuting benefits both employees and employers through better employee health and fitness; reduced commuting, parking, and health care costs; lower employee absenteeism and turnover; and increased employee productivity; and

WHEREAS, increasing numbers of businesses have installed bicycle parking and other commute facilities to help employees and customers commute by bicycle; and

WHEREAS, the National Capital Region Transportation Planning Board through its Commuter Connections program promotes bicycling through its Employer Outreach project; and

WHEREAS, the month of May is "Clean Air Month" to promote air quality, and May 12th to the 16th is also national Bike To Work week, to promote bicycling as a viable means of transportation to and from work;

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

1. Proclaims Friday, May 16, 2008 as Bike To Work Day 2008 throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

MARKETING MATERIALS

Downtown Dc Circulator Bus Ad

BIKE TO WORK DAY 2008
Friday May 16

Pit Stops

Registration & Information: Georgetown E.C., MARPLAND, Ballston, Brains, Easton Park, Foggy Bottom, Garden View, North Bethesda, Potomac, Silver Spring, White Oak, WASHINGTON D.C., Alexandria, Crystal City, Fairfax, Lees Ferry, Reston, Springfield, Tysons Corner, Vienna.

Free food, beverages and giveaways available at each location. Pre-Register by May 9 for Free T-Shirt and Bike Locks! Tickets available at pit stops for \$10.00 when registered.

Go green. Bike to work and help the environment!

Register at www.waba.org or call 202-518-0524

WABA is the official bike-sharing program of the District of Columbia, the District of Columbia Department of Transportation, and the U.S. Department of Transportation.

Vinyl Banners

JOIN US FOR
Bike to Work Day 2008
FRIDAY MAY 16

Vienna
Whole Foods Market Lot
and the W&OD Trail
6:30 a.m. to 8:30 a.m.

Register at www.waba.org or call 202-518-0524

COMMUTER CONNECTIONS
goDCgo.com
CityBikes
HSBC The world's local bank
WABA

Posters



BIKE TO WORK DAY 2008

Friday May 16

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Go Green. Bike to work and help the environment!

Pit Stops

WASHINGTON D.C. Downtown D.C.	VIRGINIA Alexandria Crystal City Dulles Fairfax Leesburg Reston Rosslyn Springfield Sterling Tysons Corner Vienna
MARYLAND Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Rockville Silver Spring White Oak	



Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 7,000 who register.

Register at www.waba.org or call 202-518-0524



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

♻️ Printed on recycled paper

Rack Cards

BIKE TO WORK DAY 2008

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Friday May 16

Pit Stops

WASHINGTON D.C.
Downtown D.C.

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

VIRGINIA
Alexandria
Crystal City
Dulles
Fairfax
Leesburg
Reston
Rosslyn
Springfield
Sterling
Tysons Corner
Vienna

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BIKE TO WORK DAY 2008

Friday May 16














































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

Printed on recycled paper

BTWD T-Shirt

The sponsorship funds were used to print 7,000 color T-shirts for the event.

BIKE TO WORK DAY 2008
Friday May 16

Pit Stops:

WASHINGTON D.C. Downtown D.C.	VIRGINIA Alexandria Crystal City Dulles Fairfax Leesburg Reston Rosslyn Springfield Sterling Tysons Corner Vienna
MARYLAND Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Rockville Silver Spring White Oak	

City Bikes

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

WABA

ICF
INTERNATIONAL™

CRYSTALCITY

goDCgo.com

HSBC 
The world's local bank

Pictures and additional Promotional items



College Park



Fairfax Corner



Springfield

Celebrate: Bike to Work Day 2008!

WHEN?: Friday, May 16, 2008 from 4-7 pm Rain or Shine!

ITEM #5

WHERE?: University Mall Parking Lot (Close to George Mason University)
Corner of Braddock Rd. and Rte. 123 - Fairfax, VA

WHO?: Anyone who can get there by PEDAL POWER!

2nd Annual "Rally in the 'Burbs"



Presented By:

Oasis Bike Works, Inc.
WABA
Brion's Grille
Saxby's Coffee
University Mall Theater
HSBC Bank



What you'll get for showing up:

- ✧ FREE Bike Adjustments by Oasis Bike Works
- ✧ FREE Food by Brion's Grille
- ✧ Traveling Bike Museum (70' long – Bike History from 1816-Present)
- ✧ Win movie tickets, gift certificates, bike related goodies*
- ✧ DJ provided Music

*Must be a registered BTWD participant to win – register at www.waba.org

WHAT ELSE YOU ASK!?!?:

- ✧ Free stuff from HSBC Bank
- ✧ Advocacy Booths; FABB, WABA, VBF
- ✧ Local Elected Leaders; Fairfax City Council, County Supervisors



www.oasisbikeworks.com 703.273.4051 info@oasisbikeworks.com
10580 Main St.
Fairfax, VA 22030



*THANK YOU to
our Generous
Sponsors for
Making Bike to
Work Day 2008
a Great Success!*



*Please support our sponsors
and let them know you
appreciate their commitment
to BTWD 2008.*

Our Sponsors:

**Baskin Robbins-
Congressional Plaza**

Bob's Bike

City Bikes

**Commuter
Connections**

Honest Tea

HSBC National Bank

Lerner Corporation

**Marriott
International**

REI

**Silver Diner-
Rockville Pike**

Strathmore

Vamoose Bus

WABA

BTWD 2008 Host:

**U.S. Nuclear
Regulatory
Commission**

