

**Bike to Work Day 2006**  
**Washington DC Metropolitan Region**  
**October 25, 2006**



**Prepared By:**  
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**Washington, DC 20002**

# **Final Report**

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## ACKNOWLEDGEMENTS

The 2006 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  
Bruce Wright – Fairfax County  
Carrie Sanders – City of Rockville  
Cathy Compton - AOL  
Chris Wells and Mimi Murray– Fairfax County DOT  
Dan Hayes – University of Maryland  
David Hartford – Oasis Bike Works  
Dotty Dalphon – TransIT of Frederick  
Elisa Vitale – City of College Park  
Frank Stevens – City of Bowie  
Fred Shaffer and Victor Egu – Prince George’s County  
John Brunow – Bikes@Vienna  
John Ryder – City of Rockville  
Josh Bennett – City of Alexandria  
Judy Galen and Sharon Affinito – Loudoun County  
Kate Konrad, Katie Sihler, and Vanessa Vega - Arlington Transportation Partners  
Michelle Byrne Parker and Kristen Fink – Bethesda Transportation Solutions  
Mirza Donegan and Darlene Nader – NBTMD  
Phil Koopman – City Bikes  
Robin Briscoe – Tri-County Council  
Terrie O’Steen, Sheila Wilson, Linda Provost, Laura Chin – Montgomery County

**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         Maggie Thompson

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.

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2006 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 by at least 1,000 participants every year.

For the sixth year in a row, Bike to Work Day planning began in the fall of 2005 for the 2006 May 19<sup>th</sup> event. The Steering Committee's goal for the event was 6,000 registrants.

Overall the May 19, 2006 event generated 6,267 registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 432
2. AOL-Dulles – 131
3. Arlington – 800
4. Bethesda – 311
5. Bowie Old Town– 23
6. Bowie Town Center - 40
7. College Park – 121
8. Fairfax County Government Center – 108
9. Fairfax City - 51
10. Frederick - 48
11. Freedom Plaza (DC) – 1,339
12. La Plata – 2
13. Leesburg – 173
14. NIH - 159
15. North Bethesda – 153
16. Reston – 350
17. Rockville Courthouse – 105
18. Rockville Falls Grove – 71
19. Silver Spring – 261
20. Sterling-Orbital – 32
21. Vienna – 313
22. Waldorf - 6

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$16,200 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 5,000 cyclists on Bike To Work Day (BTWD) 2006, included:

- Promoting the event through WABA's 3,000 cyclists' e-mail contact list.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site for route information.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections.
- A radio media campaign.
- Outreach to employers through a direct mail marketing campaign.
- A newsletter article geared towards employers in the Commuter Connections newsletter.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all 22 rallying points.

In addition, 22 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 35% from 2001 to 2005. 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.

## **COLLATERAL MATERIAL**

The Bike To Work Day 2006 collateral materials used included the following items:

Rack Postcards 3¾ x 8½" (50,000)  
Posters 8½" x 11" (20,000)  
Street Banners 4 x 8' (13 Pit Stops)  
Bus Poster 78" x 14" (3)  
T-Shirts (5,000)  
Water Bottles (5,000)  
E-mail marketing message to previous year participants  
Web Site

The marketing materials used for the 2006 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The postcards and posters 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 2005 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 also designed and maintained a web site for information and registration links to the WABA site.

The success of the marketing promotion campaign relied upon the analysis of the employer and commuter markets, identification of cost-effective mediums, and key messages and giveaway items such as t-shirts 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 19, 2006 for Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and national Bike Month.

## SPONSORSHIPS

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

Gold partnership	\$7,000
Mentioned as Major Sponsor on approx. 75 Radio Ads, Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters, Email and Letter announcing event and Web Site Logo Link.	
Silver Partnership	\$4,000
Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters and Web Site	
Bronze Partnership	\$1,000
Logo on 50,000 Brochures, 20,000 Posters	

The Steering Committee was able to secure Three Gold Sponsors: City Bikes, Preferred Offices, and goDCgo.com. Other sponsors included: Kryptonite, Capital Crescent Trail, bikes@vienna, VPSI Inc., CommuterPage.com, WMATA, Caribou Coffee, Timbuk2, DC Lottery, REI, Topeak, Breezer, Pedro's, Bell, Reston Town Center, Jamis Bicycles, JandD Mountaineering, Cannondale, Honest Tea, Whole Foods Market, and Serfas.



## Bike to Work Day 2006 Sponsor Declaration

Please check one of the following Sponsor Levels:

**GOLD SPONSOR LEVEL**

**\$7,000**

Mentioned as Major Sponsor on approx. 75 Radio Ads, Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters, Email and Letter announcing event and Web Site Logo Link.

**SILVER SPONSOR LEVEL**

**\$4,000**

Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters and Web Site

**BRONZE SPONSOR LEVEL**

**\$1,000**

Logo on 50,000 Brochures, 20,000 Posters

*Note: quantity counts for 2006 are probable estimates based on previous year's activity.*

Company/  
Organization: \_\_\_\_\_  
Staff  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Fax: \_\_\_\_\_ Phone: \_\_\_\_\_  
Website: \_\_\_\_\_  
Authorization to Use Company Name and Logo:  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to the Metropolitan Washington Council of Governments and mail to 777 N. Capitol Street, Suite 300, Washington DC 20002, ATTN: Douglas Franklin. Also, forward your company's logo to [dfranklin@mwcog.org](mailto:dfranklin@mwcog.org). EPS file format is preferred. Contact Doug at (202) 962-3792 with any questions. Fax signed form back to (202) 962-3203.





## EVENT PIT STOPS, CONVOYS, AND PRIZE DRAWINGS

Highlights from the seventeen “Pit-Stops” are as follows:

**Alexandria:** The 8th Annual Bike to Work Day in Alexandria was a success as more than 300 participants stopped by Market Square and more than 315 bicycle commuters converged on Alexandria City Hall for the city’s eighth annual Bike to Work Day. Mayor Bill Euille and council members Rob Krupicka, Del Pepper and Andrew Macdonald as well as city manager James Hartmann and Transportation & Environmental Services director Rich Baier were on hand to welcome bicycle commuters. “We want to reinforce that we are very committed to increasing transportation options for bicyclists in Alexandria,” Mayor Euille told the crowd. “We know that commuters who travel by bicycle employ a clean, quiet and efficient mode of transportation while saving on the many costs of driving to work.” The City and its partners offered information on bicycle and transit commuting and local sponsors helped commuters at bicycle tune-up stations. Alexandria event sponsors included the City of Alexandria, BikeWalk Alexandria, St. Elmo’s Coffee Pub, Spokes, Wheel Nuts, REI, ZipCar, Great Harvest and Whole Foods.

**AOL:** Over 120 registered for the pit stop which coincided with AOL's volunteer day. Over 70 riders attended the event. There was a bike raffle thanks to a donation from Spokes Bicycle who also performed bicycle checks.

**Arlington:** The Arlington-area Bike to Work Day event hosted by Arlington Transportation Partners was May 19, 2006 from 7:00 a.m. to 8:30 a.m. in Rosslyn’s Gateway Park. Over 469 riders attended the event sponsored by Arlington Transportation Partners. This was a 42% increase over last year’s participation. There were 800 total registrants for the event with an additional 405 registrants who signed in at the stop, 64 non-registered (or registered at other pit stops) cyclists attended the event, and approximately 20 cyclists did not sign in.

Participants received an orange BTW t-shirt, a Way to Go Arlington water bottle and map, as well as an Arlington Community Bike Ride brochure, all packaged in an easy to carry Arlington County bag. Over 200 bike maps were available to riders as well as other relevant transportation information provided by ATP and ACCS. Zipcar and Flexcar were both in attendance, providing 200 bagels each. Representatives from each company signed up attendees for memberships.

Prizes were provided by City Bikes. Representatives from REI and Revolution Cycles were on hand to provide free bicycle tune-ups. Bike police were also present, informing bikers how to use the new online bike registration. Entertainment was provided by Cajun Blues band Barrelhouse Brawl. Greenberry’s Coffee supplied coffee for the event, VDOT supplied water and Honest Tea provided an assortment of teas and juices.

Arlingtonians for a Clean Environment was also in attendance, providing information to riders. The Rosslyn Bid, American Diabetes Association, and Arlington County’s Commuter Services team also had materials available for riders. Arlington County Board members Jay Fisette and Chris Zimmerman gave remarks as well as Brian Spoon from Congressman Jim Moran’s office.

**Bethesda:** With a record 465 registered participants, the Bethesda Bike to Work Day was a tremendous success. Actual attendance was 325 – more than double the number from last year.

Speakers included: Maryland State Senator Brian Frosh; Maryland State Delegate Susan Lee; Montgomery County Council members Howard Denis, Nancy Floreen, and Tom Perez; State of Maryland representative from the State Highway Administration, Michael Jackson; Bethesda Transportation Advisory Committee members Jim Landry (chair), Sue Morris (vice-chair), David Smith (past chair), Nelson Cooney, Beryl Neurman, and Mal Rivkin; and Robb Hampton from the WABA board.

Councilmember Howard Denis served as the official Bike to Work Day emcee. He kept the crowd entertained, as well as the DJ. Food and refreshments were donated from many different Bethesda businesses. Between speakers, Councilmember Denis announced prize winners - prizes included restaurant gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Mr. Denis also helped present the third annual Bethesda Bike Spirit Awards. This year's *Longest Distanced Commuted* award went to Paul Ryan who rides 37 miles roundtrip to Clark Construction in Bethesda. The *Most Committed Bicycle Commuter* went to Jim Cousins for 8 years of biking to work rain or shine to SS Papadopolus and Associates.

Proclamations were also presented from Montgomery County and the State of Maryland.

WRC-TV (channel 4) reporter Megan McGrath covered the event live. BTS Director Francine Waters was interviewed, as well as Bike to Work Day participants.

**Bowie Town Center and Bowie Old Town:** This was the third year the City participated in this event. As in the previous two years, a pit stop was located at the Bowie Town Center. However, this year, after hearing suggestions by members of the biking community, a second City pit stop was added in Old Town Bowie. Forty-two (42) cyclists pre-registered for the Town Center pit stop, while 28 signed up early for the Old Town pit stop. Twenty (20) pre-registrants, plus four (4) "walk-ups" attended the Town Center pit stop, and ten (10) pre-registrants and two (2) "walk-up" riders were present in Old Town. This year, seven students, on their way to St. Pius X School, stopped at the Town Center pit stop. Beverages and snacks were donated by The Simon Property Group for the Town Center pit stop and by Bob Thompson for the Old Town pit stop. City of Bowie Councilman Todd Turner attended and spoke at each pit stop. Bicycle safety checks were available by Prince George's County Police and the Baysox mascot, Louie, made an appearance at each pit stop.

**College Park:** The City of College Park pit stop, held at City Hall, was managed by City and University of Maryland staff and other volunteers. 80 riders attended the event. The highlight of the morning was a 20 rider convoy of teachers from Northwestern High School that rode from the pit stop to the school. Mayor Steve Brayman, City Councilmember Jack Perry, and University of Maryland Vice President, John Porcari attended the event. 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, REI donated giveaways and bike tune-ups, and the Prince George's County Department of Public Works and Transportation donated Gatorade and provided event support.

**DC Freedom Plaza:** Over 1,300 riders registered for the event and over 800 attended the pit stop. City Bikes held a raffle for bicycle gear and a brand new Jamis bicycle. Speakers included City Council Member Linda Crop, COG Chair Jay Fissette, Andy Clarke from the League of American Bicyclists and DC mayoral candidate Marie Johns. Press coverage included Fox5 and WUSA Channel 9.

**Fairfax City:** The brand new Fairfax City pit stop was a great success with over 50 registered riders and 38 riders actually coming through the stop. Participants were very happy with the service, amenities and camaraderie provided by our volunteers and mall vendors. Thanks to the efforts of the pit stop volunteers, the pit stop arrangements went smoothly. The University Mall management and vendors were extremely helpful. Special thanks goes out to World Gym Express, which not only served as the staging area for supplies but also allowed participants to use their showers and locker rooms. SuitUp Inc., Dunkin Donuts and Giant Food all provided materials and food for the event as well.

**Fairfax County Government Center:** The Center had 108 registrants for the event. Caribou Coffee provided warm drinks, Wegman's provided bagels, and REI provided bike tune-ups and water bottles. Fairfax County Board of Supervisor's Chairman, Gerry Connelley attended along with local VDOT representatives. The Pit Stop also gave out prizes to winners of the "Longest Ride", and "Most Unusual Bike".

**Frederick:** More than 40 local bicycle enthusiasts visited the Frederick pit stop located at the Frederick Transit Center (MARC train station) for food and prizes. They were joined by Frederick aldermen, Marcia Hall and Alan Imhoff.

**La Plata and Waldorf:** There were over 140 people in attendance at the actual event, which included each of the Third Grade Classes and Teachers from William B. Wade Elementary School. Prior to the event, Ms. Robin Briscoe, Regional Rideshare Coordinator and Ms. Elaine Lancaster, Regional Transit Coordinator were interviewed by Ms. Nina Voehl, Public Information Officer at Charles County Government for the Government Channels "Around the County" television showcase. The film was shown for two weeks. The Charles County Government also filmed the actual event to be televised in June and July of this calendar year. Charles County Sheriff's Officers from the County's Bike Patrol Division as well as McGruff attended the event. The Officers were interviewed and stated that by utilizing the bike patrol system, they stay in shape and feel healthier. In addition, there were many employers who had representatives attend the event and gave out prizes. Following are the list of attendees/donators:

The Honorable Delegate Sally Jameson was an attendee and showed a great deal of support for the Council's Transportation Projects and Programs. The Honorable Commissioner Candice Quinn-Kelly, of Charles County read the Presented the County Commissioners of Charles County Proclamation 2006-04, on the benefits of Bicycle Commuting and the county's support for bicycle commuting for employees.

American Community Properties Trust (ACPT), the developers of St. Charles, paid for a live radio broadcast of the event and had representatives who spoke to attendees about biking trails throughout the St. Charles area. In addition, they supplied the attendees with backpacks. The Mercantile Southern Maryland Bank donated a 2600 TREK 7300 Hybrid Bicycle and a \$100.00 Gift Certificate redeemable at the Bike Doctor of Waldorf. This gift was won by Mr. Jim Hutchins, a Charles County Government Employee who Bikes to work on occasion. Mirant donated a \$300.00 Gift Certificate for the Bike Doctor of Waldorf towards the purchase of a new bicycle.

The Bike Doctor of Waldorf donated Four Gift Certificates valued at \$25.00 for Bicycle Supplies at the Bike Doctor in Waldorf, Maryland. Charles County Sheriffs Office donated 6 Bicycle Helmets to encourage safe cycling. The Bowie Baysox Baseball Club donated 4 Free Admission Tickets to an upcoming baseball game. Gold's Gym donated 5 members and water bottles for the attendees of the May 19, 2006 Bike to Work/Wellness Event. VanGO, the local public transit agency attended the event and passed out a number of gift bags and schedules to participants about VanGO services. The Greater Maryland Dental Group – Drs. Mintz and Pincus donated a certificate for FREE Teeth Whitening, a gift valued at over \$500.00 and had attendees talk to students about the importance of healthy teeth and gums. Meredith Management donated the use of the Dorchester Community Center for the event. The Community Center is equipped with Bike Racks and a playground. Hughesville Jazzercise Fitness Center donated an 8 week free membership and a wallet. Ameriplan donated a \$30.00 Gift Card from Waldorf, and 2 Smoothie Machines. Chick Fil A donated for all the children in attendance free sandwich coupons and snack. US Foods – Southern Maryland Territory donated juice and snacks for the participants of the May 19, 2006 event. The staff of the Tri-County Council for Southern Maryland also contacted the Clean Air Partners and distributed the Clean Air Partners Coloring Books to all the attendees. In addition, everyone was given a “stress-ball” apple.

**Leesburg:** Starting at 6:00 a.m., riders were greeted along the W&OD Trail at Leesburg's Raflo Park. Colorful “clean commute” balloons and tents helped transform the park into a festive venue. At check-in, riders were greeted by OTS staff, a representative from VDOT and staff from Leesburg's Plum Grove Cyclery. In addition to t-shirts, riders were offered water bottles (while supplies lasted) and their choice of a draw-string cinch sack or an under-seat bike bag provided by OTS.

Beverages donated for the event included coffee from Starbucks of Leesburg, Honest Tea, and bottled water from VDOT. The OTS purchased a variety of breakfast pastries (donuts, mini-muffins, scones, etc), pre-packaged snacks, and bananas from local stores. VDOT also contributed granola bars. Plum Grove Cyclery conducted bicycle safety checks and repairs.

Throughout the morning, a steady stream of the 173 pre-registered riders stopped in Leesburg. In addition to the prizes provided by WABA and City Bikes, 12 other gifts, including restaurant gift cards, fitness center passes and retail gift cards were presented. The pit stop's “grand prize” (purchased at half its cost from Plum Grove) was a Cannondale Road Warrior 400 bike.

**North Bethesda:** Over 120 bikers participated in BTWD at the North Bethesda Pit Stop. The weather encouraged a very successful event with lots of great food, goodie bags, and prizes. A major percentage of those who registered to the North Bethesda pit stop came to the event. Kim Karcagi, a North Bethesda commuter from NRC was the winner of the grand prize, Jamis – Earth Cruiser Bicycle. Other winners took home bicycling items donated by City Bikes (locks, pumps, bags and other useful biking products) as well as local shop vendors' gift certificates. Benito Ramos was this year's recipient of the first Super Hero Cyclist Award. Montgomery County Board member Nancy Floreen spoke to attendees at the pit stop.

**NIH:** This year NIH was recognized as an official DC Metro Area BTWD 2006 Pit-Stop, so pre-registered attendees received t-shirts and water bottles. All biking attendees were rewarded with snacks, goodies bags and door prizes galore. NIH also collected valuable data about the most commonly used campus roadways, entrances and exits. This data will be used to further NIH's campus advocacy efforts. All together there were 169 attendees at main campus, 12 at Rockledge and 19 at Executive. Because of their generous support we were able to give away goodie bags and many raffle prizes including bike clothing, bike parts and this year's grand prize: a Cannondale R500 road bike.

NIH was also the Employer Challenge winner with the largest number of registrants for the event by one employer work site. Commuter Connections awarded the group of NIH registrants with a lunch and plaque commemorating NIH's successful Bike to Work Day effort.

**Reston:** Approximately 285 cyclists rode to the Reston Town Center Equity Pavilion to celebrate Reston's fifth annual Bike to Work Day. They were treated to food donated by Great Harvest Bread and Whole Foods Market, coffee donated by Greenberry's Coffee and Tea Company, and bottled water from the Virginia Department of Transportation. A-1 Cycling was present to check over bicycles and give advice to cyclists.

Supervisor Hudgins greeted the cyclists and discussed the many benefits of bicycling to work. She pledged her support for providing better facilities in Fairfax County. Delegate Ken Plum, 36th District representative, was also present along with Robin Smyers, Lake Anne/Tall Oaks representative on the Reston Association Board.

Over 350 bicycle commuters registered for the event, 30 more than last year. The 34 riders from the U.S. Geological Survey once again won the Employer Challenge and a free catered lunch provided by Whole Foods Market. The USGS has won the Employer Challenge every year.

Over 25 prizes donated by various sponsors were also handed out to the cyclists.

**Rockville:** There were two pit stops in Rockville, one in Rockville Town Center and the other at the Fallsgrove Multimodal Transportation Center. Over 130 riders participated in the event. The City of Rockville's Mayor Larry Giammo and Councilmember Robert Dorsey both attended. This year all snacks and drinks were donated by Rockville businesses. Whole Foods volunteers provided booths with snacks and drinks for all

participants, and Starbucks supplied coffee for both pit stops. REI volunteers held a booth at each pit stop for bike maintenance and Montgomery County Ride On provided demonstrations for placing bicycles on bus bike racks. The City of Rockville also awarded its first Bicycle Commuter Award. All award nominees were recognized at the event, and a winner was drawn from a raffle of nominees. The award recipient, a bicycle commuter for over 15 years, received a new TREK bicycle donated by Revolution Cycles and TREK.

**Silver Spring:** Over 159 of the 295 registrants attended the 2006 Silver Spring Discovery Pit Stop. There were probably another 50 – 60 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 the Grand Prize “Trek 7300” bicycle for the event. Phyllis Derrick was the winner of the bicycle (photo) attached. Discovery also gave us watches, fitness videos and ankle wallets for our “Goody Bag” which included a tool kit, socks, and several bicycle route maps.

Guest speakers were George Leventhal, President, Montgomery County Council and Michael Hoyt, Deputy Director, Montgomery County Department of Public Works and Transportation. Sande Brecher, Administrator, Montgomery County Commuter Services was the MC for Bike to Work.

Bicycle checks were done by The Bicycle Place and bicycle registration was once again handled by the Montgomery County Police with 13 people registering their bikes. LA Fitness and Flex Car had exhibits at these years’ events. 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. This year we also had several categories for prizes, Oldest Rider, Youngest Rider, Oldest Bike, Longest Trip and Most Unusual Bike.

Prizes were donated from the following companies: Discovery Communications, Commuter Services, City Bikes, The Bicycle Place, AFI Silver Theatre and Cultural Center, Olney Theatre. 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, Caribou Coffee, Honest Tea, and Barcelona Nut Company. Food was provided by Montgomery County Commuter Services. There were also Bikes on Bus demonstrations by Montgomery County Ride On

**Sterling:** Loudoun County Office of Transportation Services staff opened the Sterling pit stop at 6:30 a.m. Riders checked-in at a tent decorated with colorful balloons. Riders picked up their t-shirts, water bottles and draw-string cinch sacks from the County and registered for raffle prizes. VDOT helped with a staff volunteer, bottled water and granola bars. Bicycle Outfitters was on-site for repairs and safety checks.

For the third consecutive year, the Sterling pit stop was held along the W&OD Trail near the entrance to Orbital Sciences Corp. Orbital continued to play a significant role, lending tables, chairs and drink coolers. Orbital also dedicated two staff members to the event who served a variety of fresh fruit, yogurt, juices and pre-packaged “grab and go” cereal snacks. Honest Tea products and Wegmans coffee were also offered to riders.

Some 179 riders pre-registered for the Sterling pit stop. With excellent weather, participation was very good. Before riding on to their work sites or other pit stops, several riders were on-hand to accept raffle prizes including gift cards, recreational passes and an autographed football from the Washington Redskins. Bicycle Outfitters and OTS shared the cost of the grand prize raffle item in Sterling: a Trek 7100 bicycle.

**Vienna:** Over 300 registered for the event and over 200 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.

## EMPLOYER PARTICIPATION

The following Employers had employees participating in the event:

\*The winner of the Employer Challenge for a free Lunch was NIH, for the largest number of registrants (135) for the event.

### **Federal Employers**

Bureau of Labor Statistics  
Equal Employment Opportunity Commission  
Federal Aviation Administration  
Federal Communications Commission  
Federal Election Commission  
Federal Highway Administration  
Federal Trade Commission  
Foreign Service Institute  
General Services Administration  
Internal Revenue Service  
Library of Congress  
National Archives  
National Capitol Planning Commission  
National Institutes of Health  
National Labor Relations Board  
National Park Service  
National Zoological Park  
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 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 Leesburg  
City of Rockville  
City of Vienna  
DC Council  
Fairfax County  
Frederick County  
Loudoun County  
Montgomery County  
Prince George's County

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

America Online (AOL)  
Arnold & Porter  
Baker Botts  
Cable News Network  
Congressional Quarterly  
DC Bicycle Courier Association  
Digital Paper Corporation  
Downtown DC BID  
EDAW  
Fox 5  
Friends of the Earth  
International Monetary Fund  
Linowes & Blocher  
League of American Bicyclists  
MCI World Com  
Metropolitan Washington Council of Governments  
NBC4

Orbital Sciences  
PEPCO  
Public Broadcasting Service  
Quest Diagnostics  
Qwest Communications  
Rails to Trails Conservancy  
RAND Corporation  
Raytheon  
Smith Barney  
Social & Scientific Systems  
Suburban Hospital  
U.S. News & World Report  
Wegman's  
Whole Foods Market  
Wilmer, Cutler and Pickering  
World Bank

**Universities and Colleges**

Catholic University  
Galludet University  
George Mason University  
George Washington University  
Georgetown University  
Marymount University  
Montgomery College  
NOVA Community College  
Strayer University

## **RADIO ADVERTISING & MEDIA COVERAGE**

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

### **Radio Buy**

T Radio spots promoted the event (approximately 75) which aired during the weeks of May 1st and May 8<sup>th</sup>. Registration doubled during those two weeks from 2,500 to 5,000. The text of the radio message is below.

*Put a positive spin on your commute, burn calories instead of gas. Commuter Connections invites you to get into gear on Friday, May 19<sup>th</sup> for Bike to Work Day! Join thousands of commuters and show your support for bicycling as a fun and healthy way to get to work. Bike to Work Day is a free event. To register, visit W-A-B-A.org get a free T-shirt, breakfast items, and other giveaways at 21 pit stops located in Maryland, Virginia and DC.*

*Ride with a friend or join an organized commuter convoy with experienced cyclists. Register early to claim your free T-shirt and enter for a chance to win bicycles valued at up to \$1,000! Simply visit W-A-B-A.org that's W-A-B-A.O-R-G or call 202.518.0524. Remember, Bike to Work Day is Friday May 19<sup>th</sup>! Sponsored by Commuter Connections, City Bikes, Preferred Offices, goDCgo.com, and the Washington Area Bicyclist Association.*

### **Media Coverage**

#### **Commuter Connections Newsletter**

March 1, 2006

“Let the Good Times Roll”

#### **Kryptonite Press Release**

March 14, 2006

Announces sponsorship of BTWD in DC and San Francisco

#### **WTOP**

April 15, 2006

Interview with Eric Gilliland Executive Director, WABA

#### **WMET 1160**

April 16, 2006

The Spin Zone with Al Rickard

Interview with Eric Gilliland Executive Director, WABA

#### **American University Radio**

April 18, 2006

WAMU 88.5 FM  
Kojo Nnamdi Show

**National Capital Region Transportation Planning Board Meeting**

April 19, 2006

BTWD Proclamation

Eric Gilliland – Washington Area Bicyclist Association Executive Director

Mike Knapp – TPB Chair and Montgomery County Council Member

Nicholas Ramfos - Commuter Connections Director

**Clear Channel Radio**

Aired Late April/early May

BTWD Interview on a variety of public affairs programs

Nick Ramfos –Commuter Connections Director

**Clear Channel Radio**

Aired Late April/early May

BTWD PSA's – “90 Second News Note”

Nick Ramfos –Commuter Connections Director

**WMAL**

April 25, 2006

Interview with Eric Gilliland Executive Director, WABA

**TPBnews**

May 1, 2006

National Capitol Region Transportation Planning Board Newsletter

“May 19 is Bike to Work Day”

**City of Rockville Press Release**

May 1, 2006

Neil H. Greenberger

“Rockville Selects First Bicycle Commuter Award at Bike to Work Day Events”

**DCist**

May 2, 2006

DCist is a website about the Washington, D.C. area and everything that happens there

**Loudoun Times Mirror**

May 2, 2006

“Pit Stops Fuel Bike to Work”

**Washington Post Radio**

May 7, 2006

Jerry Phillips

Interview with COG Board Chairman Jay Fisette from Arlington Co. and

Eric Gilliland – Washington Area Bicyclist Association Executive Director

**Wall St Journal Radio**

May 8, 2006

Eric Gilliland, Executive Director - Washington Area Bicyclist Association

**Frederick NewsPost**

May 9, 2006

Susan Guynn

“Bike to Work: Good for Your Health and Your Wallet”

**Connection Newspapers**

May 10, 2006

“Bike to Work Week in Loudoun County “

**Connection Newspapers**

May 10, 2006

“Bike to Work Week in Reston”

**Washington Post**

May 11, 2006

Michelle Betton

“Celebrating the Bicycle”

**Times Community**

May 11, 2006

“Bike to Work Day”

**Gazette.Net**

May 11, 2006

**Washington Post**

May 12, 2006

“Bike to Work Day”

**Examiner**

May 15, 2006

Steve Eldridge

“Take Two Wheels to Work Friday”

**Bike to Work Day Proclamation**

May 15, 2006

Ceremony at Fairfax County Government Center Board Room

Cathy Hudgins –Fairfax County Board of Supervisors

Eric Gilliland – Washington Area Bicyclist Association Executive Director

Nicholas Ramfos - Commuter Connections Director

**Washington Post Radio**

May 16, 2006

Eric Gilliland

**Express** (Washington Post free commuter paper)

May 17, 2006

Washington Post Commuter Paper

BTWD mention incorporated into WMATA ad

**Express** (Washington Post free commuter paper)

May 17, 2006

Reader Survey

“It’s Bike to Work Week will you be riding?”

**Gazette**

May 17, 2006

“Make a Pit Stop in Bethesda for Bike to Work Day on Friday”

**WTOP News**

May 18, 2006

Kate Ryan

“Thousands Participate in Ride Your Bike to Work Day”

**Examiner**

May 18, 2006

Steve Eldridge

“Bike to Work Day”

**Gazette**

May 18, 2006

Dennis Carter

“Pedaling Alongside the Gridlock”

**Washington Post**

May 18, 2006

“Pit Stops Established for Bike to Work Day”

**WAMU**

May 18, 2006

Eric Gilliland Interview

**WPFW**

May 18, 2006

Eric Gilliland Interview

**Loudoun Times Mirror**

May 19, 2006

“Bike to Work Day: Encouraging Bicycle Commuting Reaps Rewards”

**Examiner**

May 19, 2006

Mike Rupert

“Record Participation Expected for Today’s Bike to Work Day”

**Event & Post News Coverage**

**News Channel 4 WRC-TV**

May 19, 2006

Megan McGrath live broadcast for Bethesda

Bethesda Transportation Solutions Director Francine Waters interviewed

**WJLA 7 News**

May 19, 2006

D.C. Metro Encourage Bicycling

**WUSA 9 News**

May 19, 2006

Bike to Work Day

Press release online

**Silver Spring**

May 19, 2006

Channel 9 cameraman

**NBC25**

May 19, 2006

Frederick Pit Stop

**The Frederick News-Post**

May 19, 2006

Frederick Pit Stop

**WFRE**

May 19, 2006

Frederick Pit Stop

**WFMD**

May 19, 2006

Frederick Pit Stop

**Loudoun Times-Mirror**

May 19, 2006

George Gill

“Bike to Work Day: Encouraging Bicycle Commuting Reaps Rewards “

**Voice of America**

May 22, 2006

George Dwyer

“Will High Gas Prices Spur Bike Sales?”

Interview with John Brunow bikes@vienna

**Examiner**

May 25, 2006

Steve Eldridge

“Bike to Work Day Proves to be a Big Success for the District”

**Bethesda Transportation Solutions Newsletter**

July 1, 2006

“Bethesda’s Bike to Work Day Pit Stop Draws Big Crowd”

**NIH Record**

July 14, 2006

National Institutes of Health newsletter

Bike to Work Day Employer Challenge

**Bethesda Transportation Solutions Newsletter**

August 1, 2006

“Jim Cousins Wins a 2006 Bike Spirit Award”

**Commuter Connections Newsletter**

Summer 2006

Federal Employee Transportation Coordinator Insert

“NIH Wins Bike to Work Day Employer Challenge”



April 19, 2006

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

***PROCLAMATION ESTABLISHING MAY 19, 2006 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 to 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 15<sup>th</sup> to the 19<sup>th</sup> is also national Bike To Work week, to promote bicycling as a viable means of transportation to and from work;

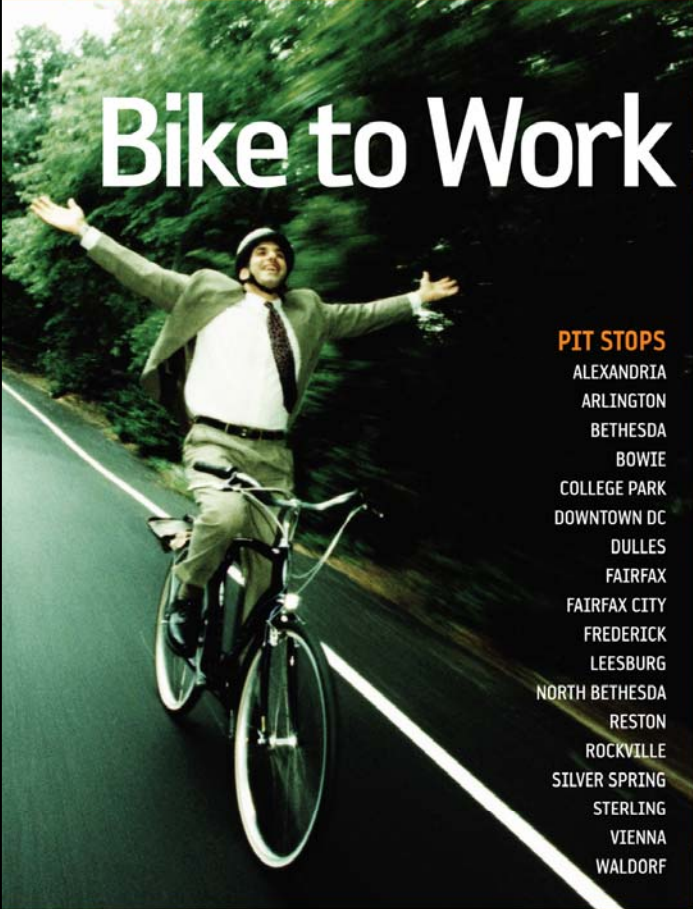
**NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD:**

- I. Proclaims Friday, May 19, 2006 as Bike To Work Day 2006 throughout the Washington metropolitan region; and
- II. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

# Marketing Materials

BTWD 8.5" x 11" Poster – 20,000 printed

Free posters and rack cards were made available to employers and merchants interested in promoting the event.



**FRIDAY MAY 19**

# Bike to Work Day 2006

**Fun, Food and Prizes!**

**PRE-REGISTER BY MAY 12**

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

**REGISTER TODAY** for this free event at [www.waba.org](http://www.waba.org) or 202-518-0524


Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

Visit [www.waba.org](http://www.waba.org) for specific pit stop locations and times.

**PIT STOPS**

- ALEXANDRIA
- ARLINGTON
- BETHESDA
- BOWIE
- COLLEGE PARK
- DOWNTOWN DC
- DULLES
- FAIRFAX
- FAIRFAX CITY
- FREDERICK
- LEESBURG
- NORTH BETHESDA
- RESTON
- ROCKVILLE
- SILVER SPRING
- STERLING
- VIENNA
- WALDORF

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



BTWD Take One, 3.67" x 8.5" 50,000 printed

**FRIDAY MAY 19**



**Bike to Work Day** 2006

**PIT STOPS**  
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 ARLINGTON  
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 DOWNTOWN DC  
 DULLES  
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 or 202-518-0524



**FRIDAY MAY 19**





**Bike to Work Day** 2006

**GEAR UP FOR BIKE TO WORK DAY**  
 Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.








**JOIN A COMMUTER CONVOY**  
 Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit [www.waba.org](http://www.waba.org).




**COMMUTER CONNECTIONS**  
 A SMARTER WAY TO WORK










[goDCgo.com](http://goDCgo.com)



[bikes@vienna](mailto:bikes@vienna)













BTWD Bus Poster, 78" x 14"

Three posters appeared on each of six Circular buses in downtown DC in April and May in support of the Bike to Work Day event. This interior bus signage was given to the event at no cost through the Downtown BID as part of their Gold level sponsorship package along with a cash donation on behalf of goDCgo.com

**FRIDAY MAY 19**  
**Bike to Work Day 2006**

**WIN A FREE BIKE!**  
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**REGISTER TODAY for this free event at [www.waba.org](http://www.waba.org) or 202-518-0524**

**PIT STOPS**

COMMERCIAL UNIVERSITY	TRISTAR	TRISTAR	TRISTAR
AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY
AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY
AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY	AMERICAN UNIVERSITY

For specific pit stop locations and times visit [www.waba.org](http://www.waba.org).

**SPONSORS:** COMMUTER CONNECTIONS, Preferred Offices, goDCgo.com, bikes@vienna, YPSI Inc., Computer Page, M opens doors, KREI, CARRIV, DYTEC, BIZZEA, RESTON, cannondale, HONEST TEA, JAMBUCKLE, TIMBUKE, WHOLE FOODS, CERFAS, DEPOS, EDC letters, JANDU, TOPEAK, BELL.

BTWD Pit Stop Banner

Commuter Connections provided banner art for 13 of 21 pit stops who were willing to have a banner printed and paid for locally. If permitted by local ordinances, some pit stops were able to hang the banners at or near the pit stops in advance of the event. In this instance, the banners served as a promotional tool to generate registration. Otherwise they were used exclusively as a back drop for the local events.

**JOIN US FOR**  
**Bike to Work Day 2006**  
**FRIDAY MAY 19**

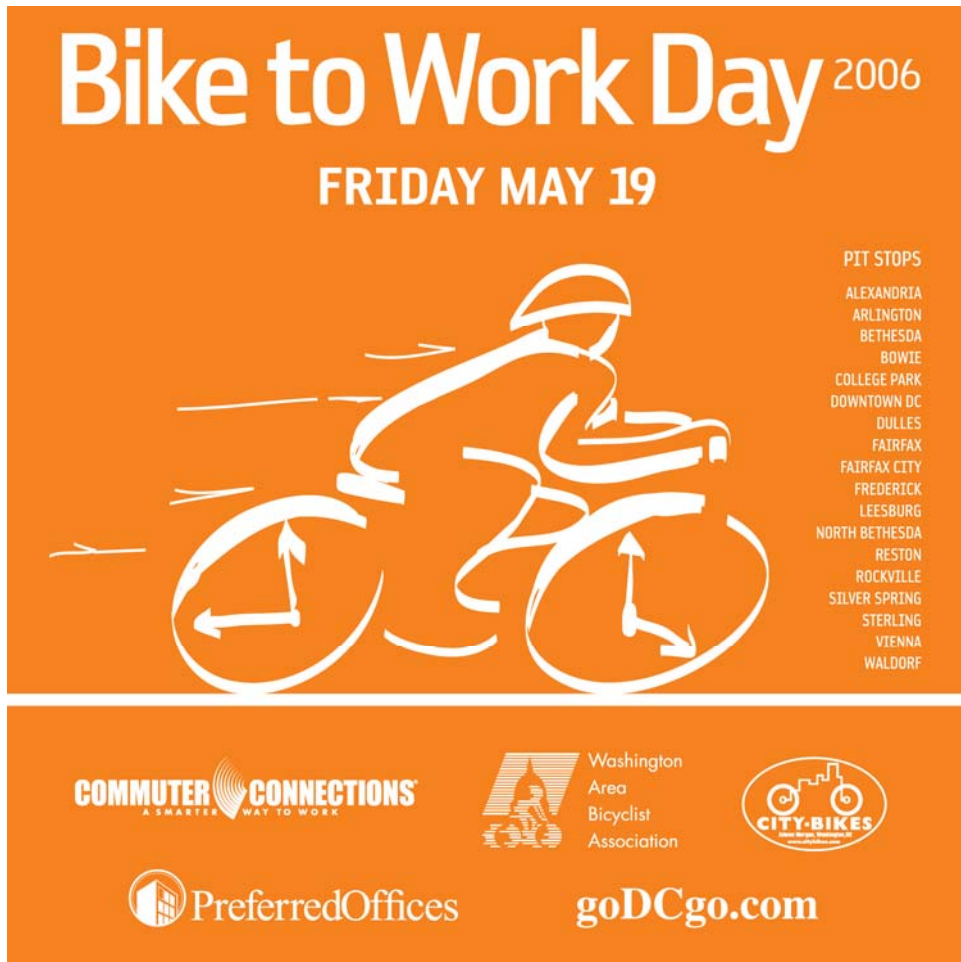
**Arlington**  
**Rosslyn Gateway Park**  
**7:00 am to 8:30 am**

**Register today at [www.waba.org](http://www.waba.org) or 202.518.0524**

**COMMUTER CONNECTIONS** Washington Area Bicyclist Association  
**CITY-BIKES**  
**Preferred Offices**  
**goDCgo.com**

## BTWD T-Shirt


The sponsorship funds were used to print 5,000 color T-shirts for the event. Total cost \$3.46 each for a grand total of \$17,296.00





**Bike to Work Day** 2006  
FRIDAY MAY 19

**PIT STOPS**  
ALEXANDRIA  
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BETHESDA  
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DOWNTOWN DC  
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FAIRFAX CITY  
FREDERICK  
LEESBURG  
NORTH BETHESDA  
RESTON  
ROCKVILLE  
SILVER SPRING  
STERLING  
VIENNA  
WALDORF

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

 Washington Area Bicyclist Association

 CITY-BIKES  
Bike for you. Program for DC.

 Preferred Offices

[goDCgo.com](http://goDCgo.com)