

**Bike to Work Day 2011**  
**Washington DC Metropolitan Region**  
**September 14, 2011**



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

**Draft Report**

## **Table of Contents**

<b>Acknowledgements – Page 3</b>
<b>Background/Executive Summary – Page 4</b>
<b>Collateral Material – Page 6</b>
<b>Sponsorship Declaration – Page 7</b>
<b>Sponsorship – Page 8</b>
<b>Event Pit Stops, Convoys, and Prize Drawings- Page 9</b>
<b>Employer Participation – Page 16</b>
<b>Radio Advertising &amp; Media Coverage - Page 18</b>
<b>Proclamation – Page 25</b>
<b>Marketing Materials – Page 27</b>
<b>Pictures and Other Promotional Items - 31</b>

## **ACKNOWLEDGEMENTS**

The 2009 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Angela Atwood-Moore - NIH  
Ann Beisel – Whole Foods Market  
Anna McLaughlin - DDOT  
Bob Moore - VDOT  
Bruce Wright – Fairfax Advocates for Better Bicycling  
Carrie Sanders – City of Rockville  
Charlie Strunk, Jeffrey Hermann, and Nohemy Miranda – Fairfax County DOT  
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  
Jeff Palmer– Spokes Etc.  
Matthew Folden and Rebecca Torma – City of Rockville  
Yon Lambert– City of Alexandria  
Judy Galen and Sharon Affinito – Loudoun County  
Katie Sihler, Diane Stanton and Vanessa Vega - Arlington Transportation Partners  
Kelly Peterson – Downtown DC BID  
Jennifer Zucker and Rachel Andrews – Bethesda Transportation Solutions  
Mirza Donegan and Darlene Nader – NBTMD  
Dominic Valentine – City Bikes  
Rob Mandle – Crystal City BID  
Rick Holt - Rick Holt, Prince William Trails and Streams Coalition, and George Mason University  
George Clark – Tri-County Council  
Sam Oji, Sheila Wilson, 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:

Shane Farthing     Chantal Buchser

**Virginia Department of Transportation**  
**Maryland Department of Transportation**  
**District Department of Transportation**

For their continued funding support of the Commuter Connections work programs

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 Bicyclist Association. Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2011 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 ninth year in a row, Bike to Work Day planning began in the fall of 2010 for the 2011 May 20<sup>th</sup> event. The Steering Committee's goal for the event was set at 9,256 a 10% increase above the total registration mark set in 2010 of 8,415 registrants.

Overall the May 20, 2011 event generated over 10,000 registrants. The approximate breakdown of registrants by pit stop was:

1. Adams Morgan (DC) - 359
2. Alexandria – 595
3. Anacostia (DC) - 38
4. Arlington Rosslyn – 846
5. Arlington Ballston – 416
6. Bethesda – 681
7. Bowie Old Town– 20
8. Bowie Town Center – 45
9. Burke - 42
10. Buzzard Point - 65
11. Capitol Hill (DC) – 336
12. Capitol Riverfront (DC) - 131
13. College Park – 109
14. Columbia Heights (DC) - 295
15. Crystal City - 461
16. Fairfax Corner – 156
17. Fairfax City – 83
18. Farragut Square (DC) - 497
19. Frederick - 173
20. Freedom Plaza (DC) – 1,142
21. Haymarket - 12
22. Herndon - 241
23. Hyattsville Library – 28
24. Hyattsville Magruder Park - 110
25. Indian Head - 27
26. Leesburg – 179
27. Manassas GMU – 46
28. Manassas Kelly Leadership Center – 12
29. Manassas VRE Station - 36
30. Merrifield – 146
31. Mt. Vernon Triangle (DC) - 243

32. Nationals Park - 187
33. NIH (Bldg 1) – 373
34. NIH (Exc Blvd) - 139
35. Naval Medical – 161
36. NOMA (DC) - 207
37. North Bethesda – 174
38. Oxon Hill - 31
39. Reston – 459
40. Rock Springs - 121
41. Rockville Town Center – 173
42. Rockville Falls Grove – 113
43. Silver Spring – 330
44. Springfield - 87
45. Sterling-Orbital – 309
46. Tysons Corner - 94
47. Vienna – 307
48. White Oak – 36
49. Woodbridge Chin Center – 29
50. Woodbridge Rippon VRE Station - 9

\*Some registrants entered more than one pit stop on their itinerary.

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$46,000 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 9,200 cyclists on Bike To Work Day (BTWD) 2011, 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, 29 bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

\*In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclist Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 30% from 2001 to 2008. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

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

## **COLLATERAL MATERIAL**

The Bike To Work Day 2011 collateral materials used included the following items:

Rack cards 3¾ x 8½" (50,000)

Posters 8½" x 11" (20,000)

Interior Bus Signage on Downtown DC Circulator Buses (24)

T-Shirts (8,000)

E-mail marketing message to previous year participants

Web Site and Twitter feed and Facebook page

Banners 8' x 4' available for every pit stop

Water bottles with logo imprinted available for each pit stop (free for bicyclists but purchased for a fee by each pit stop)

The marketing materials used for the 2011 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The rack cards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2010 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.



# Bike to Work Day 2011 Sponsor Declaration

Return by January 28, 2011

Please check one of the following Sponsor Levels:		Cash	In-Kind
<b>GOLD SPONSOR LEVEL</b>	<b>\$7,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items</i>			
<b>SILVER SPONSOR LEVEL</b>	<b>\$4,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on 9,000 T-Shirts plus Bronze level items</i>			
<b>BRONZE SPONSOR LEVEL</b>	<b>\$1,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on Website and 70,000 Brochures and/or Posters</i>			
If In-kind donation, please describe: _____			
_____			

*Note: quantity counts for 2011 are estimates based on previous year's activity. Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,000 in cash or \$2,000 in cash and \$2,000 in accepted merchandise etc.*

Name : \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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. Logo must be sent to [dfranklin@mwco.org](mailto:dfranklin@mwco.org) in a high resolution format for quality reproduction by January 28, 2011.  
 Preferred format is eps. Fax signed form to (845) 855-7078, or e-mail it to [vmold@archstreetcommunications.com](mailto:vmold@archstreetcommunications.com). Contact Virginia Mold at (845) 855-7077 with any questions.



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 20<sup>th</sup>, 2011 designating May 20<sup>th</sup> as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as the individual jurisdictions that hosted pit stops.

## **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 2011 event:

### **Top Level Sponsors: (NEED TO UPDATE LIST)**

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

### **Other regional sponsors:**

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



## HIGHLIGHTS FROM AREA “PIT-STOPS”

**Alexandria:** Need data

**Arlington Ballston:** The Ballston pit stop was hosted by Conte’s Bike Shop. Like last year, DJ Neekola entertained the crowd while volunteers handed out t-shirts at registration. Various instant winner raffle prizes were also given out at Ballston and there were a number of partner organizations on hand including Arlington Transportation Partners, the ACCS Events Team, and Team in Training. Delicious breakfast food was provided by Chick-Fil-A, coffee and bagels were provided by Java Shack, and there were bananas from Whole Foods and tea from Honest Tea. County Board Member Jay Fisette stopped by to check out things and stayed to meet and greet local cyclists. The weather was great, so almost all of the registered attendees showed up, including many day-of registrants as well. Special thanks goes out to all the partnering organizations as well as all the wonderful volunteers, without which such a successful event could not have come to fruition again.

**Arlington Rosslyn:** Bike to Work Day 2011 was a great success. For the second year in a row, the weather was beautiful and there was a great turn out for the Rosslyn and Ballston pit stops. There were 846 registered riders for Rosslyn and 416 registered riders for the newer stop at Ballston. Registration numbers were up over previous years across the region and Rosslyn and Ballston followed this trend with almost a 25% increase over last year.

The Rosslyn pit stop was again held at Gateway Park. DJ Kirk Rubley played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. An instant winner raffle/giveaway was implemented this year with prizes for each cyclist. In addition to small prizes for everyone, more than 125 medium prizes valued at \$10-\$30 and 50 large prizes valued at \$30-\$75 were given out between both pit stops.

Refreshments included tea from Honest Tea, bagels and coffee from Java Shack, bananas from Whole Foods, and granola bars. Learning from last year’s scramble for additional snacks, there was more than enough food to go around this year.

Mountain Bike Stunt Rider Mike Steidley wowed the crowd with a series of gravity defying tricks throughout the morning and Arlington County Board member Walter Tejada announced the winner of the 30-Day Car Free Diet Skeptics Campaign.

Partner organizations on hand included, Revolution Cycles, REI, ACCOR, ZipCar, MS Ride, The Leukemia &

Lymphoma Society, Tour de Cure, Phoenix Bikes, Friends of the W&OD, Best Buddies, AIRE, Capital Bikeshare, Team in Training, Grippid Films, the ACCS Events Team and Arlington Transportation Partners.

**Bethesda:** The Bethesda Pit Stop had 780 total registrations, and a record 515 participants checked in on-site.

Delegate Ariana Kelly served as the official Bike to Work Day emcee, and a DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- Maryland State Comptroller Peter Franchot
- State Senator Brian Frosh

- Delegate Susan Lee
- Montgomery County Councilman Hans Riemer
- Alex Wong of Congressman Van Hollen's office

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, including passes for free showers at the Equinox Fitness Clubs facility up the street from the event. Boxing demonstrations, chair massages and bike maintenance checks were among the offerings from our on-site sponsors. Montgomery County Police officers were also on site doing bicycle registrations.

Delegate Kelly and the BTS Advisory Committee Chair Stephen Carboni presented Bethesda's 7th Annual Bicycle Commuter Spirit Awards. This year's *Most Committed Bicycle Commuter* went to Cristofer Price, of Abt Associates, for biking from Arlington to Bethesda every day, rain or shine, for the past 14 years. He was also recognized for his advocacy for bike commuting within his company. *Longest Distance Commuted By Bike* went to Bruce Kraselsky, of Space Partnership International, for biking about 24.5 miles each way to and from his home in Oakton, Virginia.

Bike to Work Day event partners and sponsors included: Calvert, Griffin Cycle, REI - Rockville, City Bikes - Chevy Chase, The Montgomery County Police Department, L.A. Boxing, Equinox Fitness Clubs, Caribou Coffee, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, The Palisades of Bethesda, City Sports, Unity Woods Yoga Center, Hard Times Café, Annie's Bistro Francais and Drink More Water.

**Bowie Town Center and Bowie Old Town:** Need data

**Burke:** Need data

**Buzzards Point:** Need data

**College Park:** Attendance at the College Park pit stop continues to grow with ninety-six riders checking in at City Hall. Staff from the City of College Park and University of Maryland helped organize the festivities and kept things running smoothly. Food and other prizes were provided by the City's Committee for a Better Environment, University of Maryland Department of Transportation Services, Bagel Place, MOM's Organic Market, Honest Tea, and REI. As always, the REI bike tune-up station was very popular.

The Prince George's County Department of Public Works and Transportation, the University of Maryland Department of Transportation Services, 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. Distinguished guests included County Council Member Eric Olson and College Park City Council Member Patrick Wojahn.

**Crystal City:** Over 300 people stopped at the Crystal City Pit Stop on Bike to Work Day on May 20, 2011 capping off a hugely successful Bike to Work Week. For the first time,

rather than sponsor one day, the Crystal City BID challenged area cyclists to commute to work every day for a whole week. By cycling in for a whole week, as opposed to a day, riders got to really experience cycling commuting as a lifestyle.

Each day, riders were greeted with coffee, bananas, and bagels from Corner Bakery, as well as complimentary massages from Crystal City Chiropractic. The cyclists were able to refuel, and discuss their commutes with their fellow riders before heading to the local Sport & Health Clubs for a free shower before heading into the office. On Bike to Work Day, Revolution Cycles City Hub gave free bicycle tune ups. The Crystal City BID rewarded the 50 cyclists who commuted in the most number of days with free custom Crystal City cycling jerseys.

By the end of the week, a community of cyclists had developed. Hopefully, many had learned how easy cycling commuting is, and decided to adopt it as a lifestyle. With numerous cycling assets, Crystal City is an ideal place for bike commuters, and Bike to Work Week shows the Crystal City BID's commitment to the lifestyle.

**DC Freedom Plaza:** Need data

**Fairfax County Government Center-Fairfax Corner:** Need data

**Fairfax:** Need Data

**Frederick:** TransIT participated in the annual Bike to Work Day by sponsoring the local pit stop, as well as offering free rides on TransIT Connector and shuttle buses to cyclists who combined biking and public transportation. The Frederick pit stop had a 32% increase in registrants and a 14% increase in participation over last year's event! Among the participants were elected officials from the City of Frederick, Frederick County, Maryland State Delegation, US Senate, US House of Representatives, and Maryland Department of Transportation. Many local sponsors, including Hood College, The Frederick Keys, State Farm, Dublin Roasters, Drink More Water, and the Bicycle Escape, supported the effort by generously donating food, beverages, and prizes. One lucky winner, Mr. Gorham, received a commuter bike donated by the Bicycle Escape! Videos of the event were prepared by both the Frederick News-Post and the Frederick City of Frederick. You can view the video of the pit stop here:

[http://cityoffrederick.granicus.com/MediaPlayer.php?view\\_id=12&clip\\_id=999](http://cityoffrederick.granicus.com/MediaPlayer.php?view_id=12&clip_id=999).

**Herndon:** Need data

**Hyattsville:** Need data

**Indian Head:** The Bike to Work/Wellness Day was hosted by the Charles County Government and the Tri-County Council's Commuter Assistance Program, in conjunction with the Metropolitan Washington Council for Governments Commuter Connections and

the Council's Regional Transportation Coordination Program. This annual event stresses alternative transportation modes available to all citizens, including the disabled and senior citizen populations.

A hearty thank you to the following:

- American Red Cross, Southern Maryland Chapter
- Bicyclists from the Southern Maryland Region
- Bike Doctor, Waldorf, Maryland
- Charles County Commissioners Debra Davis and Candice Quinn Kelly
- Charles County Sheriff's Office
- Charles County Department of Health
- Charles County Government
- Charles County Public Facilities, Parks Division – Indian Head Hiker/ Biker Trail
- Charles County Senior Show Troupe
- Chick-Fil-A Restaurant, La Plata, Maryland
- The Henry E. Lackey AFJRROTC
- Indian Head Elementary School – 5<sup>th</sup> Grade
- Kathy Payne, Massage Therapist
- Maryland Department of Transportation
- Maryland Transit Administration
- Naval Support Activity South Potomac
- Spring Dell Center, Inc.
- Town of Indian Head
- Up the Creek Rentals
- Volunteers/Citizens of Indian Head and Charles County Maryland

**Leesburg:** Need data

**Manassas GMU:** Need data

**North Bethesda:** Over 212 cyclists were part of the North Bethesda Pit stop at White Flint. All registered cyclists were treated to a very nice breakfast and everyone received a Bike to Work Day T-shirt, water bottle, pedometer, and various bike maps. Throughout the event, we gave away prizes every 15 minutes. The winners were announced by the North Bethesda staff and the DJ. The grand prize winner of the drawing for the new bike was Tom Hipschman who works at the U.S. Nuclear Regulatory Commission.

This year, we recognized two cyclists with our "Super Hero Cyclist Award." The winners, Steven Smith and Paul Rades, also work at the U.S. Nuclear Regulatory Commission. They were presented with their awards by Nancy Floreen, Montgomery County Council member.



In addition to Council member Nancy Floreen, we were also joined by State Delegate Aruna Miller and Gail Tait-Nouri, the County's bikeways coordinator.

A thank you "Recognition Certificate" was sent to all of our supporters and friends -- White Flint Mall, Bob's Bikes, Bertucci's,

Whole Foods, Strathmore, The Columbia Bank, Connect By Hertz, Progressions Salon and Spa, As Kindred Spirits, The Meridian at Grosvenor, LA Fitness, and City Bike, for another great Bike To Work Day.

**NIH:** Need data

**Reston:** In 2011 we celebrated our 10th year of participating in the DC regional Bike to Work Day activities. We held our event at our usual spot in the Reston Town Center Pavilion from 6:30 to 9:00 a.m. About 460 people pre-registered online on the WABA site. On the morning of the event, about 385 people checked in at our registration table. Of those, more than 90 were walk-ins (people whose names were not on the WABA list or who had not pre-registered online). The U.S. Geological Survey (USGS) was the employer with the most participants. Reston again had the largest attendance among the pit stops in Fairfax County, according to WABA registration data.

Our organizing committee consisted of reps from Fairfax Advocates for Better Bicycling (FABB), Reston Association (RA), Reston Bike Club, Friends of the W&OD Trail, The Bike Lane, and Reston Town Center Association/LINK. In 2010, the committee approached Reston Association about taking the lead on Bike to Work Day. We began this transition in 2011 with RA assuming more responsibility for staging the event and providing staff and funding resources.

Three dignitaries accepted our offer to address the crowd: Reston Association President Kathleen Driscoll McKee, Fairfax County Supervisor Catherine Hudgins, and Virginia Delegate Ken Plum. Bruce Wright of FABB was the master of ceremonies, and Liz Badley of RA handled the raffle drawings. Raffle drawings occurred about every half hour beginning around 6:45 continuing until 9:00 a.m. We also had a special drawing for a bike locker at the Sunset Hills Park and Ride, which was organized by FABB. Fairfax County waived the application and rental fees for the locker for a year, and Reston Town Center Association donated the key deposit.

A mechanic from The Bike Lane's Reston store conducted bike checks and performed minor repairs on site. The nearby Reston YMCA opened its locker rooms to riders that morning allowing participants to shower. Fairfax Advocates for Better Bicycling, Reston Association, Reston Bike Club, Friends of the W&OD Trail, LINK, the YMCA, and several charity rides were among the groups that did outreach at the Pavilion.

Great Harvest Bread Company, Mon Ami Gabi restaurant, and Reston Whole Foods Market provided refreshments in addition to items donated by regional sponsors. To promote Bike to Work Day, several weeks before the event FABB staged a "commuter challenge" involving bike, car, and bus transportation and demonstrated that bicycling is quicker than driving or taking the bus for many short trips in Reston.

**Rockville Falls Grove:** On Friday, May 20, 2011, 241 bicyclists participated at two Rockville Bike to Work Day Events. 115 bicyclists attended a pit stop at the Falls Grove Transportation Center, an increase of 20 participants from last year's attendance. An additional 126 bicyclists participated at the Rockville Town Center pit stop.

The following local merchants donated to the Falls Grove pits tops to the event: Krispy

Kreme donated seven dozen donuts, Safeway donated 4 cases of water, Starbucks donated 5 gallons of coffee, Honest Tea donated 36 bottled drinks, Gaithersburg Cycles donated two bike pumps, Germantown Cycles donated a \$25 gift certificate and water bottles and Giant donated a \$25 store credit toward the cost of food. Local merchants donated to the Rockville Town Center pit stop: Starbucks donated five gallons of coffee, Costco donated different types of bars, Whole Foods donated bananas, and Montgomery County donated bagels.

**Rockville Town Center:** This was the second year that the Rockville Pit Stop was held in front of the Rockville Town Center's Regal Theater located on East Montgomery Avenue, Rockville. The whole street was blocked off for this celebration. This year there were 165 online registrations, 126 actually showed up including, 33 people who showed up and registered on the day of the event. This pit stop was hosted again by the Montgomery County Commuter Services (Ms. Sheila D. Wilson-Transit Marketing Specialist) and City of Rockville Traffic and Transportation Division (Ms. Rebecca Torma-Transportation Planner).

Mrs. Carolyn Biggins-Division Chief, Montgomery County Transit Services who attended the event last year, graciously accepted to do it again this year, greeting the bikers and ultimately gave away the grand prize, which was a bicycle, awarded to Mr. Tom Hankins, an employee at Westat. The event was also attended by Tom Pogue, Montgomery County Community Relations Manager, who provided update on bicycle and pedestrian safety projects in the County.

A special thanks to the City of Rockville employees who helped staff the event, as well as other Montgomery County staff including, Nakengi Byrd (registration and refreshment tables), Mark Sofman and Jim Carlson (Public announcements and giveaways) between the music provided by Good Vibrations Entertainment-DJ.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by City Bikes, Costco, Drink More Water, Honest Tea, Star Bucks, and Whole Foods. Additional refreshments were purchased from Costco and Safeway Grocery Store.

Our exhibitors/vendors who had tables at the event:

City of Rockville

Montgomery County Commuter Services

REI Rockville – On the Spot Mechanical/Bike Checks

State of Maryland – Inter-County Connector (ICC)

Montgomery County Department of Environmental Protection

Another outstanding Bike-To-Work-Day event in the Rockville Town Center and we hope that this event will grow to over 200 or more participants next year.

**Silver Spring:** The Silver Spring pit stop was once again hosted by Discovery Communications and staffed by Montgomery County Commuter Services. This pit stop had over 300 online registrants and over 310 attendees, who started arriving as early as 6am. Preceding the date of the event, Montgomery County Executive issued a proclamation, which was accompanied by several press releases by the Public Information Office. A Bike To Work Day banner was hung up at a strategic location in Silver Spring, posters were disseminated at various locations in the County to raise

awareness, while encouraging residents and employees to register online and participate in the event.

They were several vendors and exhibitors present at the event including, Clean Currents, Zipcar, The Alexander House, Whole Foods, YMCA, TRiPS Commuter Store, Silver Cycles, Caribou Coffee and Montgomery County Department of Environmental Protection. A commuter information table was set-up by Commuter Services where alternative transportation information including brochures, bike and pedestrian maps, rideshare, GRH information, etc were made available for attendees to pick-up.

There were prize drawings every 15 minutes, giving away prizes that were donated by area vendors such as, bike locks, helmets, bike gloves, bike pumps, gift cards, etc. Prize winners included the longest commute on a bike, most unusual bike, oldest bike, etc. The grand prize was a bicycle donated by Discovery Communications and was given away at the end of the event.

Food and water were provided by Whole Foods, Costco, DrinkMore Water and Commuter Services. Coffee, iced coffee and tea were provided by Caribou Coffee, who hosted a coffee tent. Honest Tea also donated some iced tea. Music was provided by DJ Ultimate Entertainment.

Bike checks were done by Silver Cycles and bike registrations were done by the Montgomery County Police.

Some of the dignitaries in attendance were – Nicholas Ramfos, Director of Commuter Connections and Sande Brecher, Chief of Montgomery County Commuter Services.

**Springfield:** Need data

**Sterling:** Need data

**Tyson's Corner:** There were 60 cyclists who stopped by the Tyson's Corner pit stop. Each received a T-shirt and partook of bagels, cereal bars and beverages. Many of the riders were randomly selected to receive prizes from the Bike Club and Fairfax Advocates for Better Bicycling (FABB). In addition, all participants could select from Fairfax County bike maps, water bottles, tire patch kits and reflectors as giveaways. Three mechanics from L.L. Bean volunteered their time and tools to provide bike maintenance and repair services to the riders this morning. Thanks to FABB and L.L. Bean for helping to staff the Tyson's Corner pit stop. After a week of rain showers, all involved agreed this was a super Friday morning for riding a bike.

**Vienna:** Need data

**White Oak/FDA:** Need data

## **EMPLOYER PARTICIPATION**

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

\*The winner of the Employer Challenge for a free Lunch was Booz AllenHamilton.

### **Federal Employers**

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

### **State and Local Governments**

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



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

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

## **Universities and Colleges**

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

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

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

## **RADIO ADVERTISING & MEDIA COVERAGE**

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

### **Radio Buy**

*\*Need updating*

### **BTWD Media Coverage:**

### **Television/Video**

### **Radio**

### **Social Networking**

A Facebook group and Twitter account were maintained for Bike to Work Day. The Facebook page garnered over 100 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following over 300 users on the day of the event and being followed by over 150. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

facebook

Search

## GEAR UP!

# Bike to Work Day

Non-Profit Organization

Wall Bike to Work Day · Most Recent

**Bike to Work Day**  
 Anyone joining us for Bike to Work Day for the first time? Let us know! Friday, May 20, there's still time to register! [www.waba.org](http://www.waba.org)  
 Yesterday at 2:16pm

5 people like this.

**Tammy Hale Me!**  
 Yesterday at 2:22pm

**Jim Cunningham** me too, have already registered, but am not very fond of road riding in the rain, so will see if the weather cooperates this Friday.  
 Yesterday at 2:47pm

**Bike to Work Day**  
 At its April 20, 2011 Board meeting held at the Metropolitan Washington Council of Governments, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday May 20, 2011 as Bike to Work Day throughout the Washington Metropolitan Region. L to R Muriel Bowser- District of Columbia Councilmember and Chair, National Capital Region Transportation Planning Board; Nicholas Ramfos- Director, Commuter Connections ; Greg Billing-Outreach Coordinator, Washington Area Bicyclist Association.

180 people like this

Commuter Connections

twitter

Commuter Connections

## Commuter Connections

@BikeToWorkDay Washington DC  
 Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments. [www.commuterconnections.org](http://www.commuterconnections.org)

14 152 422 43

Following 10

Connections

Similar to @BikeToWorkDay

**Bike ToWorkDay** Commuter Connections  
 President Lincoln from Alabama/Tennessee will be riding around DC in a proclama on Bike to Work Day (BTWD) to visit various BTWD organizations.

**Bike ToWorkDay** Commuter Connections  
 Will your employer have the most participating employees? Get your coworkers to register for Bike to Work Day at [www.waba.org](http://www.waba.org) today!

**Bike ToWorkDay** Commuter Connections  
 Are you a regular like commuter in DC and interested in talking with the media? Email [nlm@mtcwg.com](mailto:nlm@mtcwg.com) and our subject line: [www.waba.org](http://www.waba.org)

# Bike to Work Day

## FRIDAY MAY 20, 2011



**Our Network of Organizations Provides Free Commuter Assistance in the District of Columbia, Maryland and Virginia**

**150 NETWORK MEMBERS**

### Employer Programs

Commuter Connections Employer Services representatives will help your business and employees find transportation solutions that will not only make your company more successful, but improve the economic vitality and quality of life of the entire region.

[Learn about our Employer Programs >](#)

### Latest News

- [Metro Shakes Face-Strike Ticks >](#)
- [Metro Panel Approves Safety Study >](#)
- [Alexandria Hearing Meetings to Promote Public Transportation Use >](#)
- [House Bills to Allow Red-Light Cameras >](#)
- [County's Largest Taxi Company Hoping to Operate as Congo >](#)
- [Why Don't You Walk More? >](#)
- [Speed-Camera Reviews Accelerate >](#)

### Construction Projects

- [Frederick Douglass Memorial Bridge Improvements 2011 - Alexandria Road >](#)
- [Late Morning Thursday Snow Loop Traffic Stoppage on Wilson Bridge >](#)
- [VDOT to Host Community Workshop for I-66 Westbound Span Improvement Design Study >](#)
- [Road expansion project finishes in Prince William >](#)
- [See a full list of construction projects >](#)

### Upcoming Events

- Bike To Work Day 2011 - May 19**  
Need an incentive to pedal to work on Bike to Work Day? Commuter fare, including forms \$20 to \$25 value on-line. It's a full month's worth, too. About the when you get together by May 11 at [BWBK.org](#), you'll be eligible to win cash prizes and nab a free tee-shirt. >
- CarShare Alexandria! Thursday, March 4**  
Learn what it means to carshare and take advantage of special offers! >

### Featured Network Member

**Alexandria Redefine**  
Save your money, time and energy with Alexandria Redefine! In getting to work we reach the work! Let Alexandria Redefine be YOUR commuting solution. Whether it's public transportation, carpooling and expanding, or walking and bicycling you're interested in, Alexandria wants to fit you in as part of their total solution.

[View all our network members >](#)

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

**PROCLAMATION ESTABLISHING MAY 20, 2011 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 conserve energy; and

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

**WHEREAS**, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage employees to commute by bicycle; and

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

**WHEREAS**, a regional bike sharing system, Capital Bikeshare, has been rolled out in D.C. and Arlington and is poised for expansion.

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

**WHEREAS**, the week of May 16th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

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

1. Proclaims May 20, 2011 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.
3. Reminds all members of the importance of bicycle safety as illustrated by the Street Smart Campaign.



**Proclamation Signing**

## Marketing Materials

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

### Poster

**GEAR UP!**

bike to work day 2011

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

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

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit [waba.org](http://waba.org) for specific pit stop locations and times. T-Shirts available at pit stops to first 9,000 who register.

**COMMITTEE CONNECTIONS** WABA **Marrriott**

goDCgo **WHOLE FOODS** DCLOTTERY **ICF**

CityBikes **AAA Mid-Atlantic** LOCAL MOTION **Bike Arlington** BicycleSPACE

Crystal Lake **DC** **ARET** VPSI Inc. **QUALITON**

GeoEye **LAZER** **GIANT** **MINUS**

**BROMPTON** **JAMIS BICYCLE** **FOCUS** **SHIMANO**

**TOPEAK** **JANCO** **HONEST** **VIRILIA**

**Bike to Work Day**  
FRIDAY MAY 20, 2011

**f** **e**

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

Rack Card

# Bike to Work Day

FRIDAY MAY 20, 2011

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

Pre-Register by May 13 for Free T-Shirt  
and Bike Raffle!

**FREE FOOD, BEVERAGES AND GIVEAWAYS  
AT ALL LOCATIONS**

Visit [waba.org](http://waba.org) for specific pit stop locations and times.  
T-Shirts available at pit stops to first 9,000 who register.

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

 



**GEAR UP!**




COMPUTER CONNECTIONS WABA Marriott  
goDCgo WHOLE FOODS DCL OTTERY ICF  
CryBikes AAA Mid-Atlantic LOCAL MOTION  
Bike Arlington BicycleSPACE  
CAPITAL CRESCENT TRAIL CRYSTALIDE DOWN TOWN DC  
KREI VPSI Inc. MERRYBONN  
GeoEye LAZER  
GIANT LINUS BROMPTON  
JAMIS BICYCLES JANDD  
ORIGUARD TOPEAK PEDALS  
HONEST VIRGINIA HOT LANES  
495 CAPITAL BELLEVILLE

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

 Printed on recycled paper





**Vinyl Banner**

**ROCK SPRINGS BUSINESS PARK**  
 Marriott International Headquarters  
 10400 Fernwood Road  
 6:30 am to 8:30 am

bike to work day 2011  
**GEAR UP!**

COMMUTER CONNECTIONS WABA Marriott ICF INTERNATIONAL™  
 WHOLE FOODS goDCgo City Bikes DCLOTTERY

**Bike to Work Day**  
 FRIDAY MAY 20, 2011  
 Register at [waba.org](http://waba.org) or call 202.518.0524

**Downtown Dc Circulator Bus Ad**

**GEAR UP!** Register at [waba.org](http://waba.org) or call 202.518.0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!  
 49 Bike to Work Day pit stops located in D.C., Maryland, and Virginia  
 FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS  
 Visit [waba.org](http://waba.org) for specific pit stop locations and times. T-Shirts available at pit stops to first 9,000 who register.

**Bike to Work Day**  
 FRIDAY MAY 20, 2011

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

WABA COMMUTER CONNECTIONS ICF INTERNATIONAL™ Marriott  
 City Bikes DCLOTTERY goDCgo WHOLE FOODS  
 AAA Mid-Atlantic LOCAL MOTION CITY OF ALEXANDRIA VIRGINIA  
 BicycleSPACE Bike Arlington

**T-Shirt**

The T-Shirt was Purple in color.

D7393 BTWD/ LEFT CHEST  
PRINTS @ 3.5" WIDE/ 1-COLOR: WHITE



D7393 BTWD/ FULL BACK  
PRINTS @ 12" WIDE/ 1-COLOR: WHITE



FRONT



BACK

