



HANDOUTS

From previous meeting

September 9, 2009



Photos from Bike to Work Day

May 15, 2009



College Park



College Park



College Park



College Park



College Park



College Park



Indian Head



Crystal City



Bethesda



Bethesda



Bethesda



Bethesda



Bethesda



Bethesda



Bethesda



Bethesda



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Freedom Plaza



Springfield



Silver Spring



Silver Spring



Silver Spring



Silver Spring



Silver Spring



Silver Spring



McLean



McLean



McLean



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



North Bethesda



Reston



Reston



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Reston



Rockville



Rockville



Rockville



Rockville



Rockville



Rockville



Rockville



Rockville



Rockville

BIKE TO WORK DAY 2009
FRIDAY MAY 15

Rockville Town Center
Plaza in front of Library
21 Maryland Ave.
7:00 am to 9:00 am

ROCKVILLE

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

COMMUTER CONNECTIONS
WABA
CityBikes
CRYSTALbike
HSBC
The world's local bank
D.C. Lottery
SmartBike

White Oak



White Oak



White Oak



White Oak



White Oak



White Oak



White Oak



Vienna



Vienna



Sterling



Sterling



Sterling



Springfield



Springfield



The End

FEDERAL ETC UPDATES

Employee Transportation Coordinator

NATIONAL INSTITUTES OF HEALTH WINS 2009 BIKE TO WORK DAY EMPLOYER CHALLENGE



The National Institutes of Health (NIH), thanks to the efforts of a dedicated team of volunteers from the NIH Bicycle Commuting Club, won recognition for regional excellence in bicycling as the employer with the highest Bike to Work Day participation at this year's May event. The NIH Bicycle Commuter Club helped boost the overall number of bicyclists who rode to work throughout the Washington metropolitan area by having 445 participating employees who took part in the annual Bike to Work Day celebration. Total region wide registration was up by 14 percent over last year. "By hosting one of the Bike to Work Day pit stops and having such high participation in the event, NIH has become a model for employers interested in a clean alternative to commuting to work for their employees" said Nicholas Ramfos, Director of Commuter Connections.

Angela Atwood-Moore, a researcher associate at NIH and president of the NIH Bike club, credits club volunteers for making the event a success. "NIH Bicycle Commuter Club volunteers really stepped up this year to take on many important tasks, and to help make this event our most successful NIH Bike to Work Day yet." Atwood-Moore said. She was quick to acknowledge Diane Bolton "who really did the lion's share of organizing for this year's event" and also credited Samantha Smith for being "another of our great volunteers".

Atwood-Moore travels the 11 mile route to work from her home to NIH several days per week. She even drops her 18

month old daughter off at daycare during her ride, towing a Burley Trailer. She enjoys the opportunity to combine exercise and commuting during her busy day, and also appreciates being out of her car and out of traffic. She still, of course, deals with traffic frustration. "But on my bike I have pedal power to work through it, I can just pedal it out," she said.

During the peak cycling season, up to 600 NIH employees ride their bicycles to work. Atwood-Moore notes that commuting by bike is a natural fit for employees at NIH. "We are health scientists who know the importance of exercise," she said. NIH's large population of international researchers from China, India and Europe, also contribute to the popularity of commuting by bike, as does a network of bike trails that feed into NIH from many directions.

It is the active Bicycle Commuter Club, however, that makes cycling a key commute option for NIH employees. The club holds workshops on safe cycling, basic bike maintenance and bicycle commuting; holds monthly meetings to plan events; and provides a social network for bike commuters. In addition to Bike to Work Day (May), the club engages members to participate in Car Free Day (September), Energy Awareness Month (October), and other events.

Bike to Work Day, a joint effort of the Metropolitan Washington Council of Governments' Commuter Connections program and the Washington Area Bicycling Association brought Washington area commuters together to promote bicycling to work as a healthy and environmentally-sustainable alternative to drive-alone commuting. At least 8,000 registered bicyclists left their cars behind and biked to work in Washington D.C., Maryland and Virginia, stopping at various 26 "pit stops" across the National Capitol region, including one at NIH. Many Bike to Work Day participants rallied at Freedom Plaza in Washington, D.C. where government leaders, including Steven Chu, Secretary, U.S. Department of Energy addressed the lively crowd of enthusiastic bicyclists.

Bike to Work Day 2009
Washington DC Metropolitan Region
September 9, 2009



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

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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 - DCDOT
Bob Moore - VDOT
Bruce Wright – Chairman, Fairfax Advocates for Better Bicycling
Carrie Sanders – City of Rockville
Cathy Compton - AOL
Charlie Strunk, Jeffrey Hermann, and Nohemy Miranda – Fairfax County DOT
Christopher Arabia - VDRPT
Dan Hayes – University of Maryland
David Hartford – Oasis Bike Works
Dotty Dalphon – TransIT of Frederick
Elisa Vitale – City of College Park
Frank Stevens – City of Bowie
Fred Shaffer – Prince George’s County
Gaylynn Abram - VDOT
John Brunow – Bikes@Vienna
Victor Miranda and Rebecca Torma – City of Rockville
Yon Lambert and Josh Lambert – City of Alexandria
Judy Galen and Sharon Affinito – Loudoun County
Katie Sihler, Diane Stanton and Vanessa Vega - Arlington Transportation Partners
Kelly Peterson – Downtown DC BID
Danielle Milo, Jennifer Zucker, and Rachel Andrews – Bethesda Transportation Solutions
Mirza Donegan and Darlene Nader – NBTMD
Phil Koopman – City Bikes
Rob Mandle – Crystal City BID
Robin Briscoe – Tri-County Council
Terrie O’Steen, Sheila Wilson, Linda Provost, Mark Sofman – Montgomery County Commuter Services Section

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
Mark Hersey Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Eric Gilliland Henry Mesias Chantal Buchser

Virginia Department of Transportation

Maryland Department of Transportation

DC Department of Transportation

For their continued funding support of the Commuter Connections work programs

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

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2009 a success.

BACKGROUND and EXECUTIVE SUMMARY

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

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

Overall the May 15, 2009 event generated over 7,869* registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 563
2. Arlington – 871
3. Bethesda – 571
4. Bowie Old Town– 24
5. Bowie Town Center - 34
6. College Park – 122
7. Crystal City - 351
8. Fairfax Corner – 171
9. Fairfax City – 112
10. Frederick - 142
11. Freedom Plaza (DC) – 1,705
12. Hyattsville – 80
13. Indian Head - 22
14. Leesburg – 234
15. Nationals Park - 200
16. NIH - 579
17. North Bethesda – 229
18. Reston – 558
19. Rockville Town Center – 141
20. Rockville Falls Grove – 131
21. Silver Spring – 315
22. Springfield - 77
23. Sterling-Orbital – 335
24. Tysons Corner - 136
25. Vienna – 373
26. White Oak - 51

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

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections

was able to secure \$39,000 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 7,500 cyclists on Bike To Work Day (BTWD) 2009, included:

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

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

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

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

COLLATERAL MATERIAL

The Bike To Work Day 2009 collateral materials used included the following items:

Rackcards 3¾ x 8½" (50,000)

Posters 8½" x 11" (20,000)

Interior Bus Signage on Downtown DC Circulator Buses (24)

T-Shirts (7,500)

E-mail marketing message to previous year participants

Web Site and Twitter feed

Banners 6' x 4' available for every pit stop

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

The marketing materials used for the 2009 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The rackcards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2007 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections and also designed and maintained a web site for information and registration links to the WABA site. Partner organizations included links from their websites to the registration page for the event.

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

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 15, 2009 designating May 15th 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.

*****Need Sponsor Declaration here*****

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

Name : _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

e-mail: _____ Phone: _____

Fax: _____ Website: _____

Signature _____ Date: _____

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



SPONSORSHIPS

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

Top Level Sponsors:

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

Other regional sponsors:

- Bike and Roll
- bikes@vienna
- Blackburn
- Breezer
- Capital Crescent Trail
- CommuterPage.com
- Crystal Ride
- DC Lottery
- GeoEye
- Honest Tea
- Jamis Bicycles
- Jandd Mountaineering
- Louis Garneau
- Kryptonite
- Local Motion
- Metropolitan Washington Council of Governments
- OnGuard
- Peak Racks
- Pedro's
- Performance Bicycle
- Potomac Pedalers
- REI
- Serfas
- SmartBike DC
- Smartwool
- Specialized
- The Bicycle Escape
- Timbuk2
- ToPeak
- Transurban
- VPSI Inc.
- Washington Nationals
- Whole Foods

HIGHLIGHTS FROM AREA “PIT-STOPS”

Alexandria: A strong registration number of 563 ensured that attendees would number over 400 and such was the case for the City Hall pit stop on King Street.

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

Bethesda: Online registrations for the Bethesda Pit Stop totaled 571, so with the additional 99 walk-up registrations, the total number registered for the event was a record 670. The total number we had on-site was around 350, which is an increase of 100 over last year’s turnout.

Delegate Bill Bronrott again 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
Delegate Susan Lee
Montgomery County Councilmember Roger Berliner
Councilmember Nancy Floreen
Councilmember George Leventhal
Richard Hoye (representing Councilmember Duchy Trachtenberg)
Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation
State Senator Brian Frosh
Jahantab Siddiqui, Special Assistant to Senator Barbara Mikulski
Bill Selby, Chief of Management Services in the Director’s Office of the Montgomery County Department of Transportation

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

Delegate Bronrott also helped present Bethesda’s Fifth Annual Bicycle Commuter Spirit Awards. This year’s *Most Committed Bicycle Commuter* went to Jim Fulmer of Fidelis Security Systems, who bikes from Silver Spring to his office in Bethesda, about a 25 minute ride each way, every day rain or shine (or snow, or ice, etc.). He and his wife share one car for their family, so he uses his bike for a lot of things that would otherwise put his car on the road (Sunday farmers market visits, errands on the way home from work, etc.). *Longest Distance Commuted By Bike* went to Jean-Luc Park of Calvert, for biking over 16 miles each way, from his home in Falls Church to his office in Bethesda.

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

Bowie Town Center and Bowie Old Town: Once again this year, the City of Bowie had two (2) pit stops: Bowie Town Center; and, Old Town Bowie. Between the two stops there were 58 registrants with over 50 attending.

College Park: With 122 registrants expected the event drew great crowds and was buoyed by the bicycle routes that passed by the pit stop.

Crystal City: With over 350 expected registrants, the pit stop had Sport & Health doing Zumba Demonstrations and providing water bottles, Frisbees, Irish Springs Soap, and providing energy drink beverage samples. HSBC provided information about their banks . In addition, Crystal City Chiropractic and Accupuncture provided free neck scans and other items. VDOT provided bike literature, water, oranges, free bike locker rental certificate, and high visibility reflector strips. Phoenix Bikes had four volunteers providing basic bike maintenance and proper tire pressure. The Crystal City BID provided Bagels & Cream cheese, energy bars, water, bananas, and coffee – All cups provided by the CCBID were compostable as part of the low-to-no-waste policy County Board Member Chris Zimmerman stopped by for about 45 minutes and local Artist Rob Lindsay commuted to Artomatic at the Capital Riverfront from the Crystal City Stop in his custom-made art bike, Charger.

DC Freedom Plaza: Good weather and the expected 1,700 registrants provided a strong showing at Freedom Plaza. The US Energy Secretary spoke at the event.

Fairfax County – Fairfax Corner: Over 170 riders registered for the event and food and morning beverages were provided by local vendors.

Fairfax : A total of 112 riders registered for the event held in downtown Fairfax.

Frederick: TransIT participated in the annual Bike to Work Day celebration on Friday, May 15, by offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and riding public transportation. Reporters from the Frederick News-Post and Frederick.com provided coverage of the event.

Hyattsville: Over 80 riders attended the pit stop and many more passed by en route to the Freedom Plaza pit stop.

Indian Head: On Friday, May 15th, the Tri-County Council for Southern Maryland in cooperation with In cooperation with: Charles County Government, The Town of Indian Head, and the Naval Support Activity South Potomac.

Leesburg: The Leesburg Pit Stop had over 230 registrants. A local Starbucks provided coffee. VDOT provided water and granola bars. Loudoun County Commuter Services purchased and served breakfast pastries, fruit, juices and water.

North Bethesda: The pit stop was held by the U.S. Nuclear Regulatory Commission, which graciously assisted the pit stop crew and made it another successful Bike to Work Day. Over 220 registered for the pit stop. A “Thank you” went to all of the sponsors - they each received a Certificate of Appreciation from the staff of North Bethesda TMD for their contributions for our pit stop.

NIH: The NIH Bicycle Commuter Club drew 579 registered riders—an increase of over 100 from the previous year. NIH had three Bike to Work Day pit stop sites, to facilitate participation by employees who work at satellite facilities: Building 1 on the main campus, Rockledge Drive and Executive Blvd.

Reston: For the 558 people registered for the Reston pit stop they were joined by Fairfax County Hunter Mill District Supervisor Cathy Hudgins who rode her bike to the event and greeted the cyclists. A-1 Cycling and The Bike Lane of Reston provided mechanical support. Great Harvest Bread, Whole Foods Market, and Starbucks provided food and drinks. Other local sponsors included the Reston Town Center Association, The Reston Bike Club, Fairfax Advocates for Better Bicycling, Friends of the W&OD Trail, and the Reston Association.

Rockville: Once again this year the City of Rockville had two pitstops, one at the Fallsgrove Transit Center and the other on the plaza in front of the new library in the Rockville Town Center. The City had many volunteers including the City staff and the Rockville Bike Advisory Committee members.

Silver Spring: Over 300 registered for the event and with good weather more than 280 checked in at the pit stop. Some of the prize donations came from companies such as: Discovery Communications, Commuter Services, City Bikes, The Bicycle Place. Prizes ranged from bicycle locks to gift certificates to local theaters to a travel bag. Other Donations were also provided by the following companies: Whole Foods Market, Honest Tea and Caribou Coffee hosted a “Coffee Tent” with Coffee, Iced Coffee and Tea. Food was provided by Montgomery County Commuter Services.

Springfield: The Fairfax County Department of Transportation sponsored and staffed the Springfield pit stop. Located adjacent to the Franconia-Springfield Metro Station.

Sterling: With registrants in excess of 300 and attendees being the same amount the event was a huge success.

Tyson’s Corner: The pit stop was held at the Booz Allen Hamilton office building on Greensboro Drive. There were 136 registrants for the event.

Vienna: For the 373 registered for the event there were over 350 that attended the pit stop. Whole Foods donated staff time and food for riders and bikes@vienna (also a pit stop manager) donated bicycle gear and performed bicycle checks. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

White Oak/FDA: There were 51 registrants for the pit stop in White Oak.

EMPLOYER PARTICIPATION

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

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

Federal Employers

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

State and Local Governments

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

Private/Non-Profit Sector Employers

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

Universities and Colleges

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

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

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

RADIO ADVERTISING & MEDIA COVERAGE

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

Radio Buy

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

BTWD Media Coverage:

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

A Facebook group and Twitter account were created for Bike to Work Day in mid-April. This was one of Commuter Connections' first forays into social networking and was a learning experience for all involved. The Facebook page garnered 57 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following 132 users on the day of the event and being followed by 89. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

Bike to Work Day Promotions

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

PROCLAMATION

April 15, 2009

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

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

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

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

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

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

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

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

1. Proclaims Friday, May 15, 2009 as Bike To Work Day 2009 throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

MARKETING MATERIALS

Downtown Dc Circulator Bus Ad



The vinyl banners, posters, and rack cards were identical to the circulator bus advertisement. The T-Shirt was sky blue in color.

Pictures and additional Promotional items







1



bike to work day



2

ECO-WHEEL-HELMET.