



# HANDOUTS

From previous meeting

September 14, 2005

**Bike to Work Day 2005**  
**Washington DC Metropolitan Region**  
**September 14, 2005**



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## **Draft Report**

**Comments Due by November 7, 2005**

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## ACKNOWLEDGEMENTS

The 2005 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Robin Briscoe – Tri-County Council  
Phil Koopman – City Bikes  
Michelle Byrne Parker and Kristen Fink – Bethesda Transportation Solutions  
Vanessa Vega – City of Alexandria  
Kate Konrad, Katie Sihler, and Christina Gordon - Arlington Transportation Partners  
Mirza Donegan and Darlene Nader – NBTMD  
Deborah Skea and Sharon Affinito – Loudoun County  
Elisa Vitale – City of College Park  
Dan Hayes – University of Maryland  
Fred Shaffer and Victor Egu – Prince George’s County  
John Telesco – City of Rockville  
Terrie O’Steen, Sheila Wilson, Linda Provost, Laura Chin – Montgomery County  
James Gugel – Frederick County  
Jeff Radan – City of Rockville  
Kathy Compton - AOL  
Chris Wells and Mimi Murray– Fairfax County DOT  
Brenda Davis and Joanna Burroughs – Charles E. Smith  
Bruce Wright – Fairfax County  
Dan Janousek – City of Gaithersburg  
Frank Stevens – City of Bowie  
John Brunow – [Bikes@Vienna](mailto:Bikes@Vienna)  
Joana Bragg – Whole Foods Vienna

**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 Karen Sibert 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 2005 a success.

## **BACKGROUND and EXECUTIVE SUMMARY**

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program elected to increase awareness of bicycling to work as a viable option and created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 35%. Although it accounts for a small percentage of the overall regional commute mode split, bicycling is a very effective measure in reducing congestion, improving air quality, and providing a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

Bicycling eliminates pollution associated with cold starts and commuting by automobiles, as well as roadway congestion. In the Washington metropolitan region, a strong emphasis has been placed on the construction and maintenance of bicycle paths. The 2001-2005 BTWD marketing strategies effort assisted in maximizing the exposure of the existing infrastructures.

Bike to Work Day has been held in the Washington metropolitan region with a main rallying or "Pit Stop" in the downtown DC. This event has been coordinated through 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 alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown by at least 1,000 every year.

The Steering Committee's resources to reach its goal of 5,000 cyclists on Bike To Work Day (BTWD) 2005, included:

- Promoting the event through WABA's 3,000 cyclists e-mail contact list.
- Providing links from the local TMA's 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 17 rallying points.

In addition, 22 convoy bicycling routes were identified by WABA along with leaders who were used to assist new and existing cyclists through the route(s), which needed to be taken to the "pit stops". 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.

Overall the May 20, 2005 event generated over 4,800 registrants, but due to the rain only about one-third participated. Bicyclists enjoyed breakfast, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$12,500 in sponsorship fees that went towards the overall regional marketing efforts.

For the fifth year in a row, Bike to Work Day planning began in the fall of 2004 for the 2005 May 20<sup>th</sup> event. The Steering Committee's goal for the event was 5000 registrants. Three pit stops were not used this year, Crystal City, Summit Hills in Silver Spring and Gaithersburg, but a new pit stop was added in La Plata, Maryland. There were a total of 17 pit stops. The 17 were as follows: 1. City Hall in Alexandria; 2. Charles County Government Center, La Plata; 3. Rosslyn Gateway Park; 4. Freedom Plaza in D.C.; 5. The MARC station in Frederick MD; 6. Fairfax County Government Center; 7. Fallsgrove Multi-modal Transportation center in Rockville; 8. Reston Town Center; 9. The Whole Foods supermarket parking lot adjacent to the W & OD Trail; 10. Raflo Park in Leesburg; 11. Reed Street by the Capitol Crescent Trail in Bethesda; 12. The U.S. NRC Plaza adjacent to the White Flint Metro station; 13. Discovery Place in Silver Spring; 14. The Red Brick Courthouse in Rockville; 15. Bowie Town Center; 16. Orbital Business Park in Sterling, and, 17. City Hall in College Park.

## COLLATERAL MATERIAL

The Bike To Work Day 2005 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' (10 pitstops)  
T-Shirts (5,000)  
Water Bottles  
E-mail marketing message  
Web Site

The marketing materials used for the 2005 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 all 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 2004 registrants as a reminder. In addition, posters were sent in conjunction with a direct mail piece to 5,000 employers that highlighted the May 20<sup>th</sup> event along with a sweepstakes sponsored by Commuter Connections. 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. COG 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 Metropolitan Washington Transportation Planning Board issued a regional proclamation on April 20, 2005 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:

- Platinum Partnership      \$10,000  
Logo on T-shirts, brochure, electronic invitation and employer mailing.  
Print-ads in regional and local media, mention in radio ads, link to the companies web site from WABA's Bike To Work Day Web site.
  
- Gold partnership      \$5000  
Logo on brochure, electronic invitation and employer mailing, and print ads- in local and regional media.
  
- Silver Partnership      \$2,500  
Logo on brochure, and electronic invitation and employer mailing.
  
- Bronze Partnership      In-kind Donations Under \$2,500  
Logo on brochure

The Steering Committee was able to secure two Platinum Sponsors: City Bikes and the DC Lottery. There were five Gold Sponsors: Jamis bicycles, Kryptonite, Chimano, CommuterPage.com, and Specialized. There were ten Bronze level sponsors: League of American Bicyclists, REI, The Delta Source, Linowes & Blocher, LLP, bikes@vienna, Coalition for the Capitol Crescent Trail, Drink More Water, WABA, Virginia DOT, and A-1 Cycling. The bronze sponsors donated assorted beverages, bicycle accessories, prizes for event participants, and mail-out packets promoting the event.



## EVENT PIT STOPS, CONVOYS, AND PRIZE DRAWINGS

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

**Alexandria:** The Alexandria pit stop located at City Hall’s Market Square welcomed nearly 150 bikers braved the weather and participated in BTWD at the Alexandria Pit Stop. Even with the chilly and wet weather, the event was successful with information displays, food and prizes. The total registrations increased from the previous year, with 420 registered bikers. Winners that were not present for the raffles were able to pick up prizes at the Alexandria Rideshare office. Residents were called and over half picked up their prizes and a few individuals picked up their shirts as well.

**Arlington:** Over 300 riders attended the event despite the weather. The pit stop was helped by a large tent that protected the riders from the inclement weather. A band played music for the attendees and helped in listing the raffle prizes.

**Bethesda:** 435 participants registered at the North Bethesda pit stop and slightly more than a third (150) attended. Four WABA volunteers helped out by handling the registration, food, prize table, set-up and take down. Six speakers commented at the event, including the Director DPWT Arthur Holmes, Jr., Sen. Brian Frosh of the Maryland General Assembly and several Montgomery County Council Members. A reporter from the Bethesda Gazette covered the event. Several awards were given out including the “Bethesda Bike Spirit Awards”, the “Most Committed Bicycle Commuter Award” and the “Longest Distance Traveled Award”.

Dozens of bagels were donated by Bethesda Bagels, Spring Mill Bread Company donated muffins & breads, Whole Foods Market donated bottles of water and bananas and Caribou Coffee supplied the warm coffee. In addition to the bike accessory giveaway items courtesy of City Bikes they were also on hand to conduct bike maintenance checks. REI supplied water bottles and bike maintenance checks and Flexcar was there to register interested cyclists with their car sharing program.

Major prizes included a free bicycle from Griffin Cycle and bicycle wheels from City Bikes. Several hotels provided free weekend stay certificates and a host of restaurants donated lots of gift certificates. Sponsors providing these items included American Inn of Bethesda, Residence Inn by Marriott, Hard Times Café, Original Pancake House, Domino’s Pizza, Ben & Jerry’s, Rio Grande café and Callifornia Tortilla.

To draw participation to the Bethesda event, several street banners were hung at strategic locations throughout the area; posters were placed on community bulletin boards throughout downtown Bethesda and distributed during various community events; e-mails & letters were sent to Bethesda employers along with the Bike Spirit Award nomination forms; articles appeared in several Bethesda Transportation Services newsletters leading up to the event, and BTWD information

was placed on the BTS website with a link to WABA registration and to sponsor websites.

**Silver Spring:** Over 150 bikers braved the weather and participated in BTWD at the Silver Spring Pit Stop. Despite the wet conditions, the event was successful event with good food and prizes. Discovery Communications hosted the event. The pit stop had a radio celebrity, "TC" from WHUR who called in to the morning radio show with updates from the Silver Spring location. Guest speakers were: Tom Perez of the Montgomery County Council, Michael Jackson, Director, Pedestrian & Bicycle Safety Maryland DOT, George Rice from the Metropolitan Washington Council of Governments, Tom Collins Atlantech Online and President of the Greater Silver Spring Chamber of Commerce, Rob Padgette Silver Spring TMD Advisory Committee, and Chuck Kines with the N-NCPPC. Bicycle checks were performed by The Bicycle Place and the Montgomery County Police were present to register cyclists. Music was provided by JR Entertainment. Total registrations increased by over 60 percent with 320 registered bikers for the 2005 event. A lucky Silver Spring commuter was the winner of the grand prize TREK 7300 bicycle.

**DC Freedom Plaza:** In spite of heavy rain, over 1000 area cyclists took part in the 2005 Bike to Work Day, sponsored by WABA and Commuter Connections. Most Bike to Work Day pit stops reported better than expected attendance and a few convoy leaders have said that their convoys were significantly larger than in years past.

**La Plata:** With the weather being unpleasant, most registrants did not make the event, but the Honorable Commissioner, Candice Quinn-Kelly attended and 98 STAR FM covered the pit stop.

#### **Fairfax County Government Center:**

**Vienna:** Approximately 20 registrants attended the event. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

**Bowie:** Despite the rain, wind and damp weather, Bike-to-Work Day 2005 was deemed a success. Nearly half of the 40 participants who pre-registered to attend the Bowie Pit Stop outside the Food Court at the Bowie Town Center did arrive for the event. (2005's pre-registration figure was double the number of participants in last year's event. Special thanks were extended to The Simon Property Group, for again providing food and beverages, for allowing their site for use as the Bowie Pit Stop, and for providing access into the Food Court to warm up and dry out. Special thanks to Fred Shaffer, Park and Planning staff for his assistance in coordinating this event, and to the City Contract Police for attending and being available for bicycle safety checks.

**Reston:** Despite a steady rain, approximately 150 cyclists rode to the Reston Town Center Equity Pavilion to celebrate Reston's fourth 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 the county. Jennifer Blackwell, President at-large of the Reston Association Board, and Donna Miller, Greater Reston Chamber of Commerce Chairman, also addressed the crowd.

Over 350 bicycle commuters registered for the event, 80 more than last year. The 19 riders from the U.S. Geological Survey once again won the Employer Challenge and a free catered lunch provided by Whole Foods Market. Over 25 prizes donated by various sponsors were also handed out to the cyclists.

**Frederick:** Frederick's pit stop attracted about 15 participants including Frederick's Mayor Jennifer Dougherty. The event was covered by the Frederick News/Post and WFMD radio.

**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. Over 30 riders attended the event, including representatives from the College Park Area Bicycle Coalition. The City Manager, Joe Nagro, City Councilmember, John Krouse, and University of Maryland Vice President, John Porcari attended the event. Members of the City's Committee for a Better Environment sponsored the purchase of the event banner. The Bagel Place donated bagels, My Organic Market donated fresh fruit and water, REI donated giveaways and bike tune-ups, and the Prince George's County Department of Public Works and Transportation donated coffee and provided event support.

#### **AOL:**

**Sterling/Leesburg:** Loudoun County Office of Transportation Services staff set up for Bike To Work Day at Raflo Park on the W&OD Trail. The setup included two canopies to try and keep the material and food dry. The food included sundries and coffee from Starbucks of Leesburg. Other breakfast foods purchased for the event included mini donuts, donut holes and cookies, bananas, water and juice. A country band that included one County employee played for about 30 minutes until it the equipment got to wet to continue. Approximately 39 riders came through the pitstop. Some attendees also drove to the stop to lend support for the event. The first rider arrived at 5:45 heading for Tysons Corner with others headed for Washington, DC, Reston, Arlington, Ashburn and Sterling.

Each rider received a BTWD 2005 t-shirt, water bottle and an under the seat pouch that was provided by Loudoun County. These pouches also contained trail mix from Barcelona Nut Company.

There were about 12 raffle prizes given out at the event which ranged from bike accessories to jewelry to an overnight stay at a luxury hotel. Riders signed a BTWD t-shirt which was then given to Plum Grove Cyclery who help sponsor the raffled bicycle. Loudoun County Office of Transportation Services staff also set up for Bike To Work Day on the W&OD Trail at Orbital in Sterling. The setup included tables covered with plastic to keep the material and food dry. The food included coffee from Starbucks of Ashburn. Other food purchased included mini donuts, donut holes, cookies, bananas, and juice. Wegmans also served water and cereal/granola bars with a manned-table.

At the Sterling/Orbital pit stop each rider received a BTWD 2005 t-shirt, water bottle and an under the seat pouch that was provided by Loudoun County. There were about 12 raffle prizes given out at the event which ranged from bike accessories to jewelry to an autographed football and a grand prize bicycle sponsored in part by Bicycle Outfitters. Approximately 41 riders came through the pitstop.

The sponsors for the Loudoun events were: Ashburn Ice House, Barcelona Nuts, Best Buy, Bicycle Outfitters, City Bikes, Coca Cola, Costco, Fink's Jewelers, Ida Lee Recreation Center, Ketterman's Jewelers, Lansdowne Conference Resort, Lightfoot Restaurant, National Conference Center, Office of Transportation Services, Orbital, Panera Bread, Pedal Shop, Plum Grove Cyclery, Red Robin, Starbucks Coffee of Leesburg and Ashburn, Suburban Extended Stay, Sweetwaters, Walmart of Leesburg, Wegmans and VDOT.

**Rockville:** There were two pit stops in Rockville, one at the Red Brick Courthouse, and the other at the Fallsgrove Multi-modal Transportation Center. Over 20 cyclists were able to brave the elements. Of particular note is the Commuter Cup Challenge – A pitstop-to-pitstop race between a bicycle and a city-owned vehicle (both operated by City employees). The cyclist won the race for the second year in a row.

**North Bethesda:** The Bike To Work Day 2005 Pit Stop at North Bethesda was an exciting and wet event this year. 75 of the 150 registered showed up to brave the elements with us at the U.S Nuclear Regulatory Commission Plaza. The location of the pit stop, adjacent to the White Flint Metro Station, enabled several cyclists to arrive by public transportation. A sponsor donated the use of their pop-up tent. Despite the conditions a hearty breakfast was served with: bagels, donuts, fruit, power bars and assorted hot and cold drinks. There were 10 local sponsors who donated many great prizes. The grand prize winner Valerie Ezrin, won a Jamis Earth Cruiser bike.

**NIH:** NIH had a solid turn out, considering the rain. A total of 35 cyclists, including three bicyclists who had never ridden before participated. This year an abundance of food was secured including bagels and fruit. Six group rides were organized, but

quite a few of those who registered for the group rides were turned away by the weather. A makeup event was held on the following Friday and there was still some left over edible food available.

## **EMPLOYER PARTICIPATION**

The following Employers had employees participating in 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  
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 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  
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  
Wilmer, Cutler and Pickering  
World Bank

## **ADVERTISING**

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

### **Radio Buy**

The overall approach used by Commuter Connections in the advertising campaign was to promote the Bike To Work Day event along with the regional Guaranteed Ride Home (GRH) program. During its routine regional TDM Spring Marketing Campaign, Commuter Connections runs radio ads to promote the regional GRH program. As part of the Spring Radio buy, 50% of the ads that ran during the week of April 25<sup>th</sup> were used to promote both the Bike to Work Day event and GRH. In total, 81 spots ran on a number of top stations in the Washington market:

### **Media Coverage**

The event received very positive coverage from the local media. WTOP-AM covered the event in Alexandria and Silver Spring. Fox5 News, News Channel8, WJLA Channel 7, NBC4, and WUSA Channel9 all covered the event at various pit stops. The DC Examiner also covered the event prior to May 20<sup>th</sup> and after as well.



ITEM #6



# Bike to Work Day 2006 Sponsor Declaration

Please return by November 4, 2005

Please check one of the following Sponsor Levels:

<b>GOLD SPONSOR LEVEL</b>	<b>\$7,000</b>	<input type="checkbox"/>
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.		
<b>SILVER SPONSOR LEVEL</b>	<b>\$4,000</b>	<input type="checkbox"/>
Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters and Web Site		
<b>BRONZE SPONSOR LEVEL</b>	<b>\$1,000</b>	<input type="checkbox"/>
Logo on 50,000 Brochures, 20,000 Posters		

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@mwkog.org](mailto:dfranklin@mwkog.org). EPS file format is preferred. Contact Doug at 202-962-3792 with any questions.

