

**Bike to Work Day 2011**  
**Washington DC Metropolitan Region**  
**November 9, 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**

## **Final Report**



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## ACKNOWLEDGEMENTS

The 2011 Metropolitan Washington Bike To Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

|                    |  |
|--------------------|--|
| Liz Badley         | Reston Association                                     |
| Kristen Barden     | Adams Morgan Business Improvement District             |
| Greg Billing       | Washington Area Bicyclist Association                  |
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| John Campanile     | Private Citizen  |
| Jack Carlile       | U.S. Food and Drug Administration                      |
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Sally Wood  
Jim Young

Prince William County Park Authority  
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**Washington Area Bicyclists Association (WABA) staff included:**

Shane Farthing     Greg Billing

**Washington Metropolitan Area Transit Authority (WMATA) staff included:**

Kristin Halderman (2011 chairperson)

**Virginia Department of Transportation**

**Maryland Department of Transportation**

**District Department of Transportation**

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## **BACKGROUND and EXECUTIVE SUMMARY**

Bike to Work Day has been held annually in the Washington metropolitan region for over a decade and was originally started by the Washington Area Bicyclist Association with a main rallying point or Pit Stop in downtown DC. 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 Steering Committee to examine the feasibility of adding additional Bike To Work Day pit stops or rallying points throughout the region in 2001, 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 10,945 registrants from 50 pit stops. 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 \$46,850 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 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 and print 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 and BicycleSPACE.

In addition, 25 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 other giveaways. Many Pit Stops had other activities for bicyclists and are described later in this report. The convoy 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 2011. 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.



## 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><br><i>Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items</i> | <input type="checkbox"/> | <input type="checkbox"/> |         |
| <b>SILVER SPONSOR LEVEL</b> <b>\$4,000</b><br><i>Logo on 9,000 T-Shirts plus Bronze level items</i>   | <input type="checkbox"/> | <input type="checkbox"/> |         |
| <b>BRONZE SPONSOR LEVEL</b> <b>\$1,000</b><br><i>Logo on Website and 70,000 Brochures and/or Posters</i>  | <input type="checkbox"/> | <input type="checkbox"/> |         |
| If In-kind donation, please describe: _____<br>_____  |                          |                          |         |

*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@mwkog.org](mailto:dfranklin@mwkog.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.



## **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:**

- AAA Mid-Atlantic
- Bike Arlington
- BicycleSPACE
- City Bikes
- Commuter Connections
- DC Lottery
- goDCgo
- ICF International
- Marriott International
- Washington Area Bicyclist Association
- Whole Foods

### **Other regional sponsors:**

- Bikes@vienna
- Bike and Roll
- Brompton
- City of Alexandria Local Motion
- Coalition For The Capital Crescent Trail
- Crystal City BID
- Downtown DC BID
- GeoEye
- Giant Bicycles
- Honest Tea
- Jamis Bicycles
- Jandd Mountaineering
- Lazer Sport
- Linus
- Metropolitan Washington Council of Governments
- OnGuard
- Peak Racks
- Potomac Pedalers
- REI
- Specialized
- Topeak
- Virginia HOT Lanes (Transurban)
- VPSI Inc.

## HIGHLIGHTS FROM AREA PIT-STOPS

**Adams Morgan:** The Adams Morgan Partnership BID was pleased to host this event along with support from City Bikes (they held a repair clinic in the park) and Adams Morgan Main Street for the first time. The location was very popular with a steady flow of bicyclists throughout the morning. In fact people were waiting for us when we arrived at 6:30 AM to set up for our 7 AM start. Tryst provided coffee and bagels, cookies and other pastries. Water and oranges and bananas donated by Safeway and teas and juices from Honest Tea.

**Alexandria:** Over 500 bicycle commuters converged to Market Square in Old Town for Bike to Work Day. Among the participants were Mayor William D. Euille, Councilwoman Del Pepper, Councilman Rob Krupicka, and Councilman Frank Fannon. The Mayor and Council members greeted the crowd and spoke about the improvements the City is continuing to implement as a bicycle friendly community. Alexandria thanks all the organizations who participated in the Pit Stop at Old Town. The local bicycle shops present included Spokes, Big Wheel Bikes, REI, Alexandria Bicycle Pro Shop, Bike & Roll, the VéloCity Bicycle Cooperative, and Wheel Nuts. Food was provided by Whole Foods, Bread and Chocolate, Brueggers, Cosi, Trader Joe's, and St. Elmo's Café. The Alexandria Bicycle and Pedestrian Advisory Committee (BPAC), JDRF Ride for the Cure, The Leukemia & Lymphoma Society, and Friends of the Washington and Old Dominion Trail also came to share the good work they're doing and promote their cause. A special thanks grand prize raffle participants - Bicycle Pro Shop generously donated 3 deluxe bicycle tune-ups, Wheel Nuts Bike Shop provided a commuter bicycle, and Hotel Monaco donated a free weekend stay at the hotel.

**Anacostia:** The Anacostia pit stop had 38 registrants.

**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, Gripped 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:** At the 2011 Bike to Work Day event, the flow of the 39 attendees was steady between the pit stop hours of 6:30 & 8:30 AM. For the first time in quite a while, the weather was extremely cooperative and conducive for biking. One cyclist in particular, participating in his first Bike to Work Day, rode from his home in Bethesda to his office in Bowie, located across the street from this pit stop. City Councilman Todd Turner stopped to greet many of the riders. Riders took advantage of the complimentary maps, brochures and other hand-outs that were available. Special thanks and acknowledgement were extended to the Bowie Town Center manager and staff, and to the Simon Property Group, owners of this retail development, for donating food and beverages for the 8<sup>th</sup> consecutive Bike to Work Day event.

**Bowie Old Town:** Lucky 13 is the number of riders who attended this pit stop, which was again located at the Huntington Fire Station in Old Town Bowie. The City purchased food and beverages for participants, while Mr. Mike DeNardo, owner of the adjacent A & M Cycle shop, displayed a collection of antique bicycles at this location. Special thanks go to Mr. Glenn Locker and the firefighters of the Huntington Station for their cooperation and assistance in supporting personnel at this pit stop.

**Burke:** The Burke pit stop had 42 registrants.

**Buzzards Point:** The Buzzards Point pit stop had 65 registrants.

**Capitol Hill BID:** The Capitol Hill BID, Capitol Hill Bikes and City Bikes sponsored a pit stop in the Eastern Market metro plaza between 6:30am-8:30am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free coffee, and Harris Teeter donated bananas for the event. Capitol Hill BID had their information on display and Capitol Hill Bikes and City Bikes will had representatives on hand to pump air in bike tires and perform maintenance checks. For its first year, the event was a great success with about 150 participants attending.

**Capitol Riverfront:** The Riverfront pit stop had 131 registrants.

**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.

**Columbia Heights:** The Columbia Heights pit stop was a great success, once again. Although rain threatened as the event opened, the skies cleared and a brilliant Summer-

like afternoon started the weekend. Over 100 cyclists participated in the drawings, picked up freebies (such as the water bottles provided by *goDCgo* or the coupons by *REI* or *Bike Space*, or the T-shirts) and info (including the new DC Bike maps). A steady crowd attended throughout the Bike-to-Work Day festival in the Columbia Heights plaza, and interacted with WABA staff members and the bicycle-mounted DC Police. Thanks to the Park Triangle condominium: our purple banner announced the event to passers-by, and thanks to the College Park pit stop: the extra snacks and fruit were eagerly devoured.

**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:** The Freedom Plaza event had 1,142 registrants.

**Fairfax County Government Center-Fairfax Corner:** The Fairfax County Government Center/Fairfax Corner pit stop is co-sponsored by the Fairfax County's Department of Transportation and LiveWell program, REI, and Fairfax Corner. Good weather always brings out the bikers. This year, 118 riders stopped by including Sharon Bulova, Chairman of the Fairfax County Board of Supervisors and Tom Biesiadny, Acting Director of the County's Department of Transportation.

There was an abundance of food, drinks, and prizes, all provided by our generous sponsors: Whole Foods, Chipotle, Wegman's, REI, Caribou Coffee, The Peterson Company, Fairfax County's LiveWell Program, Studio BE Pilates, Honest Tea, and



California Pizza Kitchen. Bike mechanical support was again provided by the great folks at REI. Fairfax Connector Bus staff was on hand to demonstrate the front mount bicycle racks on the system bus fleet. Bike to Work Day 2011 was another big success.

**Fairfax:** The Fairfax City pit stop had 83 registrants.

**Farragut Square:** The Farragut pit stop had 497 registrants.

**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).

**Haymarket:** (see **Prince William**).

**Herndon:** The Herndon pit stop had 241 registrants.

**Hyattsville:** The Library pit stop had 110 registrants.

**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:** It was a great Bike to Work Day for the 149 cyclists who visited Leesburg's Raffo Park. Participation was shy of the 179 who had registered, perhaps due to rain on the days leading up to the event. However, those who took part, experienced great weather, prizes and refreshments at this location some 40 miles from Washington, DC. Staff from Loudoun County distributed t-shirts and clip-on flashing safety lights imprinted with the Bike to Work Day logo. A light breakfast featured fresh fruit, pastries, beverages and grab and go snacks. A tech crew from Bicycle Outfitters assisted participants with repairs and conducted bike safety checks. A representative from BikeLoudoun helped welcome riders and shared information about their advocacy mission. Several raffle prizes were distributed, including gift certificates to RoadID, local restaurants and a "grand prize" bicycle won by a former Loudoun County government employee working for Bay Custom Homes.

**Manassas GMU:** (see **Prince William**)

**Manassas Kelly Leadership Center:** (see **Prince William**)

**Manassas VRE:** (see **Prince William**)

**Merrifield:** On May 20 2011, Transurban and Fluor, in partnership with the Washington Area Bicyclist Association and the Metropolitan Washington Council of Government's Commuter Connections, hosted the Bike to Work Day Pit Stop in Merrifield, Va. Nearly 200 commuters biked through the Merrifield Pit Stop, but not without stopping to enjoy the tune-ups, refreshments, give-aways, incentives, and educational materials from surrounding businesses that were there. Local Fairfax County Supervisor Linda Smyth was on-hand during this early-morning event, along with volunteers from the Transurban team, to greet the many bicyclists.

This year's Bike to Work Day Merrifield Pit Stop was supported by many local businesses including: McDonald's, Panda Express, Panera Bread, Pastry xPo, Performance Bike, Center for Orthopedics and Sports Medicine, Physical Therapy and Sports Medicine Institute, Virginia Department of Transportation and Merrifield at Dunn Loring Station Apartments. Additionally, Inova Fairfax Health System, one of Fairfax County's largest employers, provided free health screenings and information.

**Mt. Vernon Triangle:** The Mt. Vernon pit stop had 243 registrants.

**Nationals Park:** The ballpark pit stop had 187 registrants.

**NIH:** At the NIH Building One and Executive Blvd. pit stops combined, we had 623 NIH bikers represented this year, including those who registered and 'bike-ins'! 422 people physically attended the event. And we broke our total miles commuted record with 5334 round trip miles logged!

Other highlights included: 1. NIH director, Francis Collins, bicycled to work again this year and attended the Building One pit stop with his wife, Diane, from North Bethesda.  
2. Former NIH Director, current NCI director, and veteran bicycle commuter, Harold Varmus, also rode in and spoke at the Building One pit stop.  
3. NIH employee, Lee Cramp, rode his 1891 Columbia ordinary (high wheel bicycle) around at the Building One pit stop, turning lots of heads!

Thanks again to our sponsors:

- NIH Federal Credit Union
- NIH Fitness Center
- Eurest Catering
- NIH Recreation and Welfare Association
- NIH Police Department
- NIH Division of Amenities and Transportation Services (DATS)
- Proteus Bikes
- The Bicycle Place
- Hudson Trail Outfitters
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery (new sponsor!)

The Bicycle Place provided wrenching at the main campus. Proteus Bikes graced the main campus pit stop again this year with their bicycle-powered blender that made delicious fresh fruit smoothies for all to enjoy! (Bicycle Place and Proteus honor NIHBCB Bike Bucks, too.) Hudson Trail Outfitters provided wrenching services at the Executive Blvd. pit stop and coordinated a Smartwool sock exchange.

**Naval Medical Center:** The medical center pit stop had 161 registrants.

**NOMA:** The NOMA pit stop was held at the corner of M and First Street, NE. There were 207 registrants and over 180 attended. The NOMA BID hosted the pit stop and Dave Roberts, COG Executive Director, spoke to the participants. COG staff assisted the NOMA staff in manning the pit stop.

**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.

**Oxon Hill:** The Oxon pit stop had 31 registrants.

**Prince William County:** Bike to Work Day in Prince William County was bigger and better than ever. There were a total of six pit stops in Prince William County in 2011, up by five from 2010. We had 145 bicyclists register for Bike to Work Day in Prince William County. The pit stops were located at: **Haymarket** Bicycles in Haymarket (hosted by Gene Swearingen and the Town of Haymarket), Freedom Aquatic & Fitness Center (hosted by Rick Holt, Prince William trails and Streams Coalition, **George Mason University** and the Freedom Aquatic & Fitness Center), Harris Pavilion next to the **Manassas VRE** station (hosted by Debbie Haight and team from Historic Manassas, Inc.), Chinn Recreation Center off of the Prince William Parkway (hosted by Sally Wood and team from the PWC Park Authority), **Kelly Leadership Center** off of Route 234 (hosted by JoEllen Suter and team from Prince William County Public Schools) and the **Rippon Landing VRE** station (hosted by Supervisor Principi's office, PWC BOCS). The Prince Board of County Supervisor provided significant encouragement and support for the event. The BOCS approved a Bike to Work Day proclamation that was presented at a BOCS meeting in early May. Supervisors Covington, Nohe, May and Chairman Stewart provided financial or in kind support. Supervisor Principi's office provided all of the necessary support to operate the Rippon Landing VRE pit stop. Supervisor Covington and Betty Childers, Aide to Supervisor Covington, visited the Freedom Aquatic & Fitness Center pit stop and talked with bicyclists and volunteers. Monica Backmon from the Prince William department of Transportation provided significant communications and logistical support. Matt Mihalovich, from the Prince William County Police provided significant support in the planning effort and the PW police provided bike police presence at several pit stops. Nikki Brown, and team, from the Prince William Communications Department provided marketing support and did a great job of getting the word out to citizens in the county. The area bicycle shops played a significant role in the event providing bicycle safety tune ups and professional advice at several pit stops. Jared from Haymarket Bicycles, Chris from A-1 Cycling, Danny from Bull Run Bicycles and Jim from Village Skis and Bikes all participated and had a positive impact on the event. Holly Morello from PRTC and Ann King from VRE were involved in the planning for the biking to transit effort. Wegman's provided a gift card to purchase food and refreshments. REI and Freedom Aquatic and Fitness Center provided water bottles for the bike riders. PRTC provided gift baskets to give away at each of the pit stops. The prizes provided by MWCOG and City Bicycles were well received by the lucky winners each of the pit stops. A-1 Cycling provided twenty

bike light kits, at cost, that were provided to each pit stop to hand out as prizes. Riders really enjoyed the Honest Tea that was donated for the event. We had a lot of positive feedback from the registered bicyclists and the over forty volunteers that manned the pit stops. Everyone loved the B2WD t-shirts and the prizes. Support from MWCOG, Commuter Connections and Prince William County government was excellent which made the event run very smoothly. Two safe bike commuting classes were offered at the Freedom Aquatic & Fitness Center the month prior to the event. In 2012 the number of safe bike commuting classes will be increased three fold. We will be adding another pit stop at the Woodbridge VRE station in 2012. IKEA plans to have a bike convoy travel from the Rippon Landing VRE to IKEA on Bike to Work Day in 2012.

**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.

**Rock Springs:** The Rock Springs pit stop had 121 registrants.

**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:** There were 87 registrants for the Springfield pit stop.

**Sterling:** Orbital Sciences Corporation and Loudoun County hosted the Sterling pit stop for the eighth consecutive Bike to Work Day. A total of 309 individuals registered, and 246 picked up their t-shirts at this growing stop along the W&OD Trail just east of Route 28. In addition to the usual line of breakfast pastries, fresh fruit and beverages, Chick-Fil-A breakfast sandwiches were served by representatives of their nearby restaurant. An eco-friendly water company provided a station with filtered water on tap. A representative from BikeLoudoun greeted riders and shared information about their mission. Bike technicians from Spokes Etc. were on-site to assist riders throughout the morning. Raffle prize winners—for various gift cards and bike gear—were drawn randomly throughout the event. An employee of Rockwell Collins won the grand prize bicycle from Spokes Etc. The celebration continued into June for Orbital Sciences employees. Through a random drawing of the top participating employers, Orbital won the 2011 Employer Challenge. Bike to Work Day participants enjoyed on-site luncheon compliments of Commuter Connections and WABA.

**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:** The pit stop on the W O&D Trail had 307 registrants.

**White Oak/FDA:** The pit stop at the FDA had 36 registrants.

**Woodbridge Chin Center:** (see **Prince William**)

**Woodbridge Rippon VRE Station:** (see **Prince William**)

## **EMPLOYER PARTICIPATION**

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

The winner of the Employer Challenge for a free luncheon was Orbital Sciences Corporation.

### **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  
American Type Culture Collection  
AOL LLC  
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  
Anteon  
  
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.

### **Print/Online Media**

4/13/2011

2nd Green Revolution

[http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc](http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm_source=rss&utm_medium=rss&utm_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc)

Got a Bike? On May 20th Use it to

5/20/2011

Agenda on Life Newspaper

<http://agendaonlife.com/93805/dc-bike-to-work-day-surpasses-goal-with-11000-commuting-on-2-wheels-instead-of-4>

DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels instead of 4

5/20/2011

Arlington's Car-Free Diet

[www.carfreediet.com/news\\_events.cfm](http://www.carfreediet.com/news_events.cfm)

DC Bike to Work Day surpasses 10,000 rider goal

5/19/2011

Ashburn Patch

<http://ashburn.patch.com/articles/national-bike-to-work-day>

May 20 is National Bike To Work Day

5/19/2011

Bicycle Retailer

<http://www.bicycleretailer.com/news/newsDetail/5482.html>

National Bike to Work Day Kicks Off

5/27/2011

Bicycle Spokesman.com

<http://bicyclespokesman.com/bike-to-work-day-2011-is-this-friday/>

Bike to Work Day 2011 is Friday

4/29/2011

Bike Arlington

<http://www.bikearlington.com/>

Bike to Work Day 2011

5/9/2011

Bike Arlington Forum



<http://bikearlingtonforum.com/showthread.php?690-Bike-to-Work-Day-The-Washington-Times&s=9c8421f1a31c8d3b467f892a0c9e1359&p=3475#post3475>  
Bike to Work Day -- The Washington Times

5/3/2011

Bike World News

<http://www.bikeworldnews.com/2011/05/03/bike-month-promotes-sport-cycling-advocacy-projects/>

Bike Month promotes sport and cycling advocacy projects

5/20/2011

CT Post - (Connecticut)

<http://www.ctpost.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

City Biz Real Estate

<http://dcrealestate.citybizlist.com/5/2011/5/22/11000-Participate-in-DCs-Biketowork-Day-on-Friday-%28VIDEO%29.aspx>

11,000 Participate in DC's Bike-to-Work Day on Friday (VIDEO)

5/18/2011

Clarendon Patch

<http://clarendon.patch.com/articles/bike-to-work-day-and-bike-dc-come-to-arlington-this-weekend>

Bike to Work Day and Bike D.C. Come to Arlington This Weekend

5/4/2011

Clarendon Patch

<http://clarendon.patch.com/articles/may-is-bike-month-in-arlington>

May is Bike Month in Arlington

5/18/2011

Colesville Patch

<http://colesville.patch.com/articles/morning-links-bike-to-work-pay-by-cell-parking>

Morning Links: Bike to Work, Pay-by-Cell Parking

3/2/2011

College Park Patch (includes link to Commuter Connections)

<http://collegepark.patch.com/articles/bike-to-work-day-registration-now-open>

Bike to Work Day Registration Now Open

5/20/2011

Commuter Page.com

<http://www.commuterpage.com/cnews/current.cfm>

DC Bike to Work Day surpasses 10,000 rider goal

5/19/2011

Connected Communities

<http://connectedcommunities.us/showthread.php?t=44176>  
Bike To Work Day

5/19/2011  
Connected Communities  
<http://connectedcommunities.us/showthread.php?p=45044>  
Bike to Work Day Set to Break Records in Annual Event on May 20

5/9/2011  
Cycleicious  
<http://www.cycleicio.us/2011/bike-to-work-day-effectiveness/>  
Newbies Encouraged to BTWD

5/16/2011  
DC Guide  
<http://dcguide.com/2011/05/safety-is-sexy-bike-to-work-day-friday-may-20/>  
Safety is Sexy..Bike to Work Day, Friday, May 20

5/16/2011  
DC Socialite  
<http://www.dcsocialite.com/safety-is-sexy-bike-to-work-day-friday-may-20>  
Safety is Sexy..Bike to Work Day, Friday, May 20

5/3/2011  
DCEvent Junkie  
<http://dceventjunkie.com/2011/05/bike-dc-and-bike-to-work-day/>  
Bike DC and Bike to Work Day

5/2/2013  
DCEvent Junkie  
<http://willbikeforchange.wordpress.com/2011/05/03/guest-post-at-dc-event-junkie-bike-to-work-day-and-bike-dc/>  
Guest Post at DC Event Junkie: Bike to Work Day and Bike DC

5/18/2011  
DCList  
[http://dcist.com/2011/05/free\\_rentals\\_for\\_bike\\_to\\_work\\_day.php](http://dcist.com/2011/05/free_rentals_for_bike_to_work_day.php)  
Happy Bike to Work Week, Washington

5/3/2011  
DCNoMa.com  
<http://www.dcnoma.com/?p=391>  
DC Upgrades and BTWD

5/13/2011  
EcoVelo  
<http://www.ecovelo.info/2011/05/13/btwd-attracts-new-riders-in-d-c/>  
Bike to Work Day

5/17/2011

Express Night Out

<http://www.expressnightout.com/content/2011/05/elliptigo-bike-to-work-day.php>

Gotta Glide on This Ride: ElliptiGO Takes Ellipticals on the Road

5/12/2011

Express Night Out

[http://www.expressnightout.com/content/2011/05/summer\\_preview\\_11\\_beyond\\_may\\_day\\_and\\_cin.php](http://www.expressnightout.com/content/2011/05/summer_preview_11_beyond_may_day_and_cin.php)

Summer Guide '11: Beyond May Day and Cinco de Mayo

5/17/2011

Express Night Out

[http://www.expressnightout.com/content/2011/05/pedal\\_professionals\\_sensible\\_gear\\_for\\_bi.php](http://www.expressnightout.com/content/2011/05/pedal_professionals_sensible_gear_for_bi.php)

Pedal Professionals: Sensible Gear for Biking to Work

5/19/2011

Fairfax Station Patch

<http://fairfaxstation.patch.com/articles/get-out-fairfax-station-weekend-planner-2>

Get Out! Fairfax Station Weekend Planner

5/19/2011

Fairfax Station Patch

<http://fairfaxstation.patch.com/articles/bike-to-work-day-kicks-into-gear-Friday>

Bike to Work Day Kicks Into Gear Friday

5/14/2011

Frederick News Post

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=121162>

Preparations under way for Bike to Work Day

5/21/2011

Frederick News Post

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=121478>

2011's Bike to Work Day proves to be Frederick's largest

5/25/2011

Gazette.net

[http://ww2.gazette.net/stories/05252011/kensnew211409\\_32534](http://ww2.gazette.net/stories/05252011/kensnew211409_32534)

Getting commuters out of the car and onto the bike

5/16/2011

GeorgetownDish

<http://thegeorgetowndish.com/thelatest/georgetown-get-ready-bike-work-day-may-20>

Georgetown, get ready for Bike to Work Day -- May 20

4/11/2011

Herndon Patch

<http://herndon.patch.com/articles/herndon-metro-area-gearing-up-for-bike-to-work-day>

Herndon, Metro Area Gearing Up for Bike to Work Day

5/21/2011

Hometown Annapolis

<http://www.hometownannapolis.com/news/reg/2011/05/21-18/DC-Bike-to-Work-Day-surpasses-10000-rider-goal.html>

DC Bike to Work Day surpasses 10,000 rider goal

5/10/2011

Hometown Annapolis

<http://www.hometownannapolis.com/news/nbh/2011/05/10-09/Arundel-Digest.html>

Bike to Work Day seeks participants

5/26/2011

HuffingtonPost.com

[http://www.huffingtonpost.com/2011/05/19/bike-to-work-2011-commuting-tips\\_n\\_864307.html#s280855&title=Tip\\_1\\_Bike](http://www.huffingtonpost.com/2011/05/19/bike-to-work-2011-commuting-tips_n_864307.html#s280855&title=Tip_1_Bike)

Bike To Work Day 2011: What Everyone Should Know About Bicycle Commuting (PHOTOS)

5/19/2011

Huntington-BelleHaven Patch

<http://bellehaven.patch.com/articles/bike-to-work-day-2>

Bike to Work Day

5/19/2011

Hyattsville Patch

<http://hyattsville.patch.com/articles/five-things-you-need-to-know-today-the-hy-five-19>

Five Things You Need To Know Today (The Hy-Five)

5/19/2011

Hyattsville Patch

<http://hyattsville.patch.com/articles/five-things-you-need-to-know-today-the-hy-five-13>

Five Things You Need To Know Today (The Hy-Five)

5/20/2011

India Times

<http://oneclick.indiatimes.com/article/0cUodIU2954PZ?q=Maryland>

DC Bike to Work Day surpasses 10,000 rider goal

4/5/2011

InsideNoVa.com

<http://www2.insidenova.com/news/2011/apr/05/bike-work-day-beckons-ar-952575/>

Mark your calendar, say Manassas city officials, as May 20 and Bike to Work Day beckons

5/19/2011

KabirCares.org

<http://www.kabircares.org/bike-to-wokday-tomorrow/>

Bike To Work Day Tomorrow

5/19/2011

Leesburg Patch

<http://leesburg.patch.com/articles/local-cyclists-gear-up-for-bike-to-work-day>  
Local Cyclists Gear Up For Bike to Work Day

4/21/2011

Leesburg Today

[http://www.leesburg2day.com/content/tncms/live/www.leesburgtoday.com/in\\_brief/article\\_2185563a-6c2a-11e0-8226-001cc4c002e0.html](http://www.leesburg2day.com/content/tncms/live/www.leesburgtoday.com/in_brief/article_2185563a-6c2a-11e0-8226-001cc4c002e0.html)  
Bike To Work Day Registration Open

5/17/2011

Loudon Times

[http://www.loudountimes.com/index.php/news/article/bike\\_to\\_work\\_day\\_rides\\_into\\_loudoun123/](http://www.loudountimes.com/index.php/news/article/bike_to_work_day_rides_into_loudoun123/)  
Bike to work day rides into Loudoun

5/20/2011

MD Daily News

<http://webcache.googleusercontent.com/search?q=cache:X7XscGN9dlkJ:www.mddailynews.com/news/index.4.html+DC+Bike+to+Work+Day+surpasses+10,000+rider+goal&cd=25&hl=en&ct=clnk&gl=us&client=firefox-a&source=www.google.com>  
DC Bike to W

5/19/2011

Mount Vernon Patch

<http://mountvernon.patch.com/articles/5-things-to-know-today-in-mount-vernon-3>  
5 Things to Know Today in Mount Vernon

5/20/2011

My San Antonio (includes link on Nick's name)

<http://www.mysanantonio.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>  
DC Bike to Work Day surpasses 10,000 rider goal

5/10/2011

MyFoxDC

<http://www.myfoxdc.com/dpp/news/maryland/bike-to-work-day-organizers-seek-2-wheel-commuters-051011#ixzz1Mi7FSLZL>  
Bike To Work Day Organizers Seek 2-Wheel Commuters

5/20/2011

MyFoxDC (TV coverage)

[http://www.clipsyndicate.com/video/playlist/13492/2479277?cpt=8&title=truveo\\_full\\_feed&wpid=2541](http://www.clipsyndicate.com/video/playlist/13492/2479277?cpt=8&title=truveo_full_feed&wpid=2541)  
Bike To Work Day Organizers Seeks to cut traffic

5/20/2011

NBA.MSG.com

<http://nba.msg.com/article/0cUodIU2954PZ?q=Virginia>  
DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

NBC Washington

[http://www.nbcwashington.com/the-scene/events/D\\_C\\_\\_Bike\\_to\\_Work\\_Day\\_Surpasses\\_10\\_000-Rider\\_Goal\\_Washington\\_DC-122372659.html?\\_\\_source=Facebook](http://www.nbcwashington.com/the-scene/events/D_C__Bike_to_Work_Day_Surpasses_10_000-Rider_Goal_Washington_DC-122372659.html?__source=Facebook)  
DC Bike to Work Day surpasses 10,000 rider goal

4/21/2011

NIH Bicycle Commuter Club

<http://www.recgov.org/r&w/nihbike/>  
Bike To Work Day Friday, May 20, 2011 Registration Open

5/17/2011

News of the Revolution

<http://newsftherevolution.com/dressed-to-ride-revolutionize-national-bike-month/>  
Dressed to Ride

5/20/2011

Newstimes.com (with link on Nick)

<http://www.newstimes.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>  
DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

Nuizer.com

<http://www.nuizer.com/Washington/Bike-to-Work-Day-tops-10000-rider-goal-4883901.html>  
DC Bike to Work Day surpasses 10,000 rider goal

5/21/2011

Places Around the Earth.com

<http://placesaroundtheearth.com/District-of-Columbia/d-c-bike-to-work-day-surpasses-10000-rider-goal-%C2%AB-cbs-baltimore/>  
DC Bike to Work Day surpasses 10,000 rider goal

4/16/2011

Potomac Patch

<http://potomac.patch.com/articles/patch-picks-ways-to-make-the-earth-a-better-place>  
Patch Picks: Ways To Make the Earth A Better Place

5/20/2011

Prince William Chamber of Commerce

<http://pwcgmcc.mymediaroom.com/wire/events/viewevent.aspx?id=11295>  
Metro Washington Bike to Work Day, Friday, May 20, 2011

5/20/2011

Region Forward

<http://www.regionforward.org/recording-breaking-bike-to-work-day>  
Recording-breaking Bike to Work Day!

5/5/2011

Region Forward - Catalyst for Change

<http://www.regionforward.org/bike-to-work-day-a-catalyst-for-a-permanent-change-in-commuting-patterns>

A Catalyst for a Permanent Change in Commuting Patterns

5/20/2011

Reston Patch

<http://reston.patch.com/articles/sunny-weather-large-turnout-on-bike-to-work-day>

Sunny Weather, Large Turnout on Bike to Work Day

5/18/2011

Reston Patch

<http://reston.patch.com/articles/a-good-day-to-ride>

A Good Day To Ride

5/19/2011

Rose Hill Patch

<http://rosehill.patch.com/articles/five-things-you-need-to-know-today-may-19-2011>

Five Things You Need To Know Today: May 19, 2011

5/20/2011

Rss SearchHub.com

<http://www.rsssearchhub.com/preview/section-reg-rss-KdKqdp/>

DC Bike to Work Day surpasses 10,000 rider goal

5/12/2011

Substance and Style

<http://substanceandstyledc.wordpress.com/2011/05/12/gear-up-bike-to-work/>

Gear Up! Bike to Work Day

5/9/2011

The City Fix

<http://thecityfix.com/research-recap-may-9-biking-to-work-urban-contiguity-power-of-marketplaces/>

Research Recap, May 9: Biking to Work, Urban Contiguity, Power of Marketplaces

5/20/2011

The Wash Cycle

<http://www.thewashcycle.com/2011/05/post-continues-to-push-the-follow-the-law-too-line.html>

Post continues to push the "Follow the law too" line

5/16/2011

The Wash Cycle - Mon. morning commute

<http://www.thewashcycle.com/2011/05/monday-morning-commute-bike-to-work-week.html>

Monday Morning Commute - Bike to work week

5/11/2011

The Wash Cycle - Wed. morning commute

<http://www.thewashcycle.com/2011/05/wednesday-morning-commute-k-street-rules.html>

Wednesday Morning Commute - Bike to work week

5/18/2011

The Wash Cycle - Wed. morning commute

<http://www.thewashcycle.com/2011/05/wednesday-morning-commute-silence.html>

Wednesday Morning Commute – Silence

5/20/2011

Topix Local News

[www.topix.com/state/dc](http://www.topix.com/state/dc)

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

USA Today

<http://www.usatoday.com/video/index.htm#/Commuters+dedicate+their+lifestyle+to+biking/89320847001>

Commuters dedicate their lifestyle to biking

4/11/2011

WHW All Things Hot in Washington

<http://whwweb.com/2011/04/bike-to-work-day-2011/>

Bike to Work Day 2011

5/20/2011

Washington Business Journal

[http://www.bizjournals.com/washington/morning\\_call/2011/05/bike-to-work-day-tops-10000-rider-goal.html](http://www.bizjournals.com/washington/morning_call/2011/05/bike-to-work-day-tops-10000-rider-goal.html)

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

Washington Examiner

<http://washingtonexaminer.com/blogs/capital-land/2011/05/record-number-biked-work>

Record Number Biked to Work

5/24/2011

Washington Examiner

[http://washingtonexaminer.com/news/2011/05/bike-work-day-seeks-cut-smog-traffic?category=18&quicktabs\\_1=0](http://washingtonexaminer.com/news/2011/05/bike-work-day-seeks-cut-smog-traffic?category=18&quicktabs_1=0)

DC Bike to Work Day surpasses 10,000 rider goal

5/3/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/bike-edges-car-bus-in-commute-contest/2011/05/03/AFBSutfF\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/bike-edges-car-bus-in-commute-contest/2011/05/03/AFBSutfF_blog.html)

Bike edges car and bus in commute contest



5/18/2011

Washington Post - Dr. Gridlock

<http://www.washingtonpost.com/blogs/dr-gridlock>

Be safe on Friday's Bike to Work Day

5/20/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/cyclists-hit-the-road-for-bike-to-work-day/2011/05/20/AFRB6e7G\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/cyclists-hit-the-road-for-bike-to-work-day/2011/05/20/AFRB6e7G_blog.html)

Cyclists hit the road for Bike to Work day

5/19/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/be-safe-on-fridays-bike-to-work-day/2011/05/18/AFxQ0a6G\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/be-safe-on-fridays-bike-to-work-day/2011/05/18/AFxQ0a6G_blog.html)

Be Safe on Bike To Work Day

5/21/2011

Washington Post - Local

[http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G\\_story.html](http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G_story.html)

Safety reminders for Bike to Work Day

5/10/2011

Washington Post - National

<http://www.therepublic.com/view/story/a260ed70e534429ea187b2d6f3b8d4c4/MD--Bike-to-Work/>

Bike to Work Day organizers seek two-wheeled commuters for May 20 event

5/19/2011

Washington Post - Post Local

[http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G\\_story.html](http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G_story.html)

Safety reminders for Bike to Work Day

5/17/2011

Washington Post - Post Opinions

[http://www.washingtonpost.com/blogs/all-opinions-are-local/post/the-best-bike-to-work-gear/2011/03/09/AFIqq5G\\_blog.html](http://www.washingtonpost.com/blogs/all-opinions-are-local/post/the-best-bike-to-work-gear/2011/03/09/AFIqq5G_blog.html)

The best bike-to-work gear

5/18/2011

Washington Post - Post Opinions

[http://www.washingtonpost.com/blogs/the-buzz/post/lunchline-scratching-that-competitive-itch/2011/05/19/AFkaQE7G\\_blog.html](http://www.washingtonpost.com/blogs/the-buzz/post/lunchline-scratching-that-competitive-itch/2011/05/19/AFkaQE7G_blog.html)

Friday morning is going to be interesting

5/15/2011

Washington Times

<http://www.washingtontimes.com/news/2011/may/15/bike-to-work-week-to-bring-riders-to-city-streets/?page=1>

Bike to Work Week to bring riders to city streets

5/20/2011

WashingtonPost.com National

[http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G\\_story.html?wprss=](http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G_story.html?wprss=)

DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels inste

5/19/2011

Wheaton Patch

<http://wheaton-md.patch.com/articles/wheaton-to-dc-one-route-for-bike-to-work-day>

Wheaton to D.C. - One Route for Bike to Work Day

5/20/2011

XVE-3

<http://xve3.info/?p=8492>

DC Bike to Work Day surpasses 10,000 rider goal

5/6/2011

Yahoo Sports

<http://sports.yahoo.com/sc/news?slug=ycn-8428521>

Bike to Work Day in Cumberland, Maryland: The event is May 20

5/6/2011

Yahoo Sports

<http://sports.yahoo.com/sc/news?slug=ycn-8428521>

Bike to Work Day in Cumberland, Maryland: The event is May 20

5/20/2011

goDCgo

<http://godcgo.com/home/get-me-there/tools-to-get-around/events/vw/3/itemid/57/d/20110520.aspx>

Events: Bike to Work Day 2011

## **Television**

5/18/2011

My Fox DC (includes video coverage)

Michael Farrell - Bike preparedness

<http://www.myfoxdc.com/dpp/mornings/bike-to-work-day-051811>

5/20/2011

My Fox DC article

Bike To Work Day Seeks To Cut Smog, Traffic

<http://www.myfoxdc.com/dpp/news/local/bike-to-work-day-seeks-to-cut-smog-traffic-052011>

5/20/2011

CBS News Baltimore

D.C. Bike To Work Day Surpasses 10,000 Rider Goal

<http://baltimore.cbslocal.com/2011/05/20/bike-to-work-day-seeks-to-cut-smog-traffic/>

5/20/2011

Maryland - Local news headlines (link to CBS)

DC Bike to Work Day surpasses 10,000 rider goal

<http://localxoo.com/maryland/2011/05/20/d-c-bike-to-work-day-surpasses-10000-rider-goal/>

5/20/2011

WBFF Fox 45 Baltimore

DC Bike to Work Day surpasses 10,000 rider goal

[http://www.foxbaltimore.com/template/inews\\_wire/wires.regional.md/267919fb-www.foxbaltimore.com.shtml](http://www.foxbaltimore.com/template/inews_wire/wires.regional.md/267919fb-www.foxbaltimore.com.shtml)

5/20/2011

WSLS 10 (NBC)

DC Bike to Work Day surpasses 10,000 rider goal

<http://www2.wsls.com/news/2011/may/20/dc-bike-to-work-day-surpasses-10000-rider-goal-ar-1057426/>

5/20/2011

WJLA - abc7

Bike to Work Day is today!

<http://www.wjla.com/articles/2011/05/bike-to-work-day-is-today--61067.html>

5/20/2011

NBC Washington ( incl. TV -video Mayor & Lincoln)

11,000 Hit the Streets for Bike to Work Day

<http://www.nbcwashington.com/the-scene/events/11000-Hit-the-Streets-for-Bike-to-Work-Day-122384369.html>

## **Radio**

5/20/2011

WAMU

Calendar

WMAL

News

[http://wamu.org/news/11/05/20/commuters\\_take\\_to\\_twowheelers\\_for\\_bike\\_to\\_work\\_day.php](http://wamu.org/news/11/05/20/commuters_take_to_twowheelers_for_bike_to_work_day.php)

WMAL

News [www.wmal.com/article.asp?id=2191985&spid=40282](http://www.wmal.com/article.asp?id=2191985&spid=40282)

WTOP

News [www.wtop.com/?nid=41&sid=2376403](http://www.wtop.com/?nid=41&sid=2376403)

WTOP

News [www.wtop.com/?nid=41&sid=2391822](http://www.wtop.com/?nid=41&sid=2391822)

WTOP

News [www.wtop.com/?nid=41&sid=2390268](http://www.wtop.com/?nid=41&sid=2390268)

WRQX Spectrum Show with Tom Grooms - Nick Ramfos mentions BTWD

### **Blogs and Social Media**

4690 entries (Bike to Work Day + DC search)

5/11/2011

FABB Blog

Long commute? Try biking part of your route on Bike to Work Day

<http://fabb-bikes.blogspot.com/>

5/19/2011

ShesSavvyBlog

Things to Do: Bike to Work Day 2011

<http://shessavvyblog.blogspot.com/2011/05/things-to-do-bike-to-work-day-2010.html>

5/17/2011

Susie's Budget Corner

Friday is Bike to Work Day - join in, have fun, get fit, be green

<http://susiecambria.blogspot.com/2011/05/friday-is-bike-to-work-day-join-in-have.html>

5/20/2011

Washington Examiner - Capital Land

Record number Biked to Work

<http://washingtonexaminer.com/blogs/capital-land/2011/05/record-number-biked-work>

5/20/2011

League of American Bicyclists

Bike to Work Day in Washington, DC

<http://www.bikeleague.org/blog/2011/05/bike-to-work-day-in-the-nations-capital/>

5/19/2011

The 42

Bike to Work Day is Tommorrow

<http://the42bus.blogspot.com/2011/05/bike-to-work-day-is-tomorrow.html>

5/16/2011

W&OD Trail Report (Calendar Listing)

Bike to Work Day

<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

5/20/2011  
DC Streets Blog  
Scenes From National Bike to Work Day  
<http://dc.streetsblog.org/2011/05/20/scenes-from-national-bike-to-work-day/>

5/13/2011  
Frederick Memorial Hospital Blog  
Celebrate Bike Month — Safely!  
<http://blog.fmh.org/>

5/13/2011  
Greenversations.com  
Bike to Work Day—Who's In?  
<http://blog.epa.gov/blog/2011/05/13/biketoworkday-whosin/>

5/24/2011  
Gwazilla  
There is a History of Rain on Bike to Work Day  
<http://gwazilla.blogspot.com/2011/05/there-is-history-of-rain-on-bike-to.html>

5/18/2011  
Smart Planet  
Four ways Washington D.C. is becoming a bike-friendly city  
<http://www.smartplanet.com/blog/cities/four-ways-washington-dc-is-becoming-a-bike-friendly-city/569>

5/9/2011  
W&OD Trail Report (Calendar Listing)  
Bike to Work Day  
<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

5/20/2011  
Washington City Paper  
Bike to Work Day  
<http://www.washingtoncitypaper.com/blogs/citydesk/2011/05/20/the-needle-this-could-be-the-last-edition-edition/>

5/20/2011  
Twitter  
DC Bike to Work Day surpasses 10,000 rider goal  
<http://twitter.com/#!/wjznews/status/71685564964941824>

5/25/2011  
CommuterPage Blog  
Skeptics winner to be announced at Bike to Work Day  
<http://www.commuterpageblog.com/2011/05/skeptics-winner-to-be-announced-at-bike-to-work-day.html>

5/23/2011

Center for Environmental Innovation and Leadership

Bike to Work Day

<http://blog.ceileadership.org/2011/05/dc-bike-work-day/>

4/6/2011

Greater Greater Washington Blog

Breakfast links

<http://greatergreaterwashington.org/post/9975/breakfast-links-nothing-is-the-same/>

5/13/2011

Greater Greater Washington

On the calendar: Bike to Work, Bike DC, Bikeshare expansion

<http://greatergreaterwashington.org/post/10456/on-the-calendar-bike-to-work-bike-dc-bikeshare-expansion/>

4/12/2011

Region Forward - Get Trendy

The Morning Measure: Get trendy – bike to work

<http://www.regionforward.org/the-morning-measure-get-trendy-bike-to-work>

5/16/2011

Region Forward - Smorgasbord

The Morning Measure: Spring Summary: The latest addition to the Region Forward smorgasbord!

<http://www.regionforward.org/the-morning-measure-spring-summary-the-latest-addition-to-the-region-forward-smorgasbord>

### **Social Networking/Media**

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

Like

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 Met**  
 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

tumblr

Home Public Messages Who to Follow

CommuterConnections

## 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)

14 160 440 40

Following 90

Connections

Similar to @BikeToWorkDay

**Bike To Work Day**  
 President Lincoln from Madame Tussauds will be riding around DC in a pedicab on Bike to Work Day (BTWD) to meet various BTWD celebrations.  
 1 day ago

**Bike To Work Day**  
 Will your employer have the most participating employees? Get your co-workers to register for Bike to Work Day at [www.waba.org](http://www.waba.org) today!  
 1 day ago

**Bike To Work Day**  
 Are you a regular bike commuter in DC and interested in talking with the media? Email [info@mtc.org](mailto:info@mtc.org) and subject line [www.waba.org](http://www.waba.org)  
 14 hours ago

REGISTER >  
FOR GUARANTEED  
RIDE HOME PROGRAM

REGISTER >  
FOR COMMUTER  
OPTIONS & BENEFITS

# 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 Fare-Free Tolls >](#)
- [Metro Panel Approves Safety Study >](#)
- [Alexandria Holding Meetings to Promote Public Transportation Use >](#)
- [House Bills to Allow Red-Light Cameras >](#)
- [County's Largest Taxi Company Planning to Operate as a Corp. >](#)
- [Why Don't You Walk More? >](#)
- [Speed Camera Receipts Accelerate >](#)

### Construction Projects

- [Frederick Douglass Memorial Bridge Improvements and Anacostia River >](#)
- [Late Morning Thursday Near Loop Traffic Disrupts 10 Wilson Bridge >](#)
- [VDOT to Host Community Workshop for I-495 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? Consider this: buying forms 100 to 1000 online on-line. It's a full member benefit. How about this: what you pre-register by May 11 at [BWA.org](#), you'll be eligible to win cash prizes and make a free tax deduction. >
- CarShare Alexandria! Thursday, March 9**  
Learn what it means to carshare and take advantage of special offers. >

### Featured Network Member

**Alexandria Bikeshare**  
Share your wheels. Rent and enjoy with Alexandria Bikeshare's parking to work benefits. How about this: what you pre-register by May 11 at [BWA.org](#), you'll be eligible to win cash prizes and make a free tax deduction. >

[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**

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 some of the individual jurisdictions that hosted pit stops.

The Proclamation was signed by the TPB Chairperson, Muriel Bowser, DC Council. In attendance was Nicholas Ramfos, Commuter Connections, and Shane Farthing, Washington Area Bicyclist Association.

## 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.

Logos include: COMMUTER CONNECTIONS, WABA, Marriott, goDCgo, WHOLE FOODS, DCLOTTERY, ICF, CityBikes, AAA Mid-Atlantic, LOCAL MOTION, Bike Arlington, BicycleSPACE, CAPITAL CASCADY TRAIL, CRYSTALIDE, DOWNTOWN DC, ARET, VPSI Inc., RAIN RAIN, GeoEye, LAZER, GIANT, MAYUS, BROMPTON, JANS BICYCLES, POLICE, HONEST, 495, TOPEAK, JANDU, HONEST, 495, VERDELLA PROFESSIONAL CYCLES.

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

f t

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

Rack Card

# Bike to Work Day

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D.C., Maryland, and Virginia

 



**GEAR UP!**













































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 DC LOTTERY

**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

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

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

bike to work day 2011

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

# 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



## **COLLATERAL MATERIAL**

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

Rack cards 3¾ x 8½" (60,000)

Posters 8½" x 11" (25,000)

Interior Bus Signage on Downtown DC Circulator Buses (30)

T-Shirts (10,000)

Banners 8' x 4' available for every pit stop

Water bottles with the BTWD logo imprinted were available for each pit stop for purchase

The marketing materials used for the 2011 BTWD campaign were targeted to employers and cyclists in chosen 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.



# Certificate of Appreciation

The North Bethesda Transportation Center  
presents this certificate to

## Progressions

For Supporting







Adams Morgan





Alexandria



Ballston



Bethesda



**Bowie**



**Burke**



College Park



Crystal City



Frederick



Freedom Plaza



Hyattsville



Indian Head





Leesburg



Manassas GMU



Manassas VRE



NIH



NOMA



North Bethesda



Reston



Rockville



Rosslyn



Silver Spring



Sterling





Tyson's Corner

