

Bike to Work Day 2013

TPB Technical Committee

June 7, 2013



Regional Marketing Materials

BIKE TO WORK DAY 2013 FRIDAY
MAY 17

REGISTER AT BIKETOWORKMETRODC.ORG OR CALL 800-745-7433

Pre-Register by May 10 for Free T-Shirt* and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit biketoworkmetrodc.org for specific pit stop locations and times.
 *T-Shirts available at pit stops to first 12,000 who register.

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

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

Printed on recycled paper

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Regional Event Web Site



**BIKE TO
WORK
MAY 17
2013** DAY



HOME

EMPLOYER RESOURCES

EVENT INFO

FIRST TIME RIDER INFO

SPONSORS

REGISTER NOW



Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

REGISTER NOW



CRYSTALride



PIT STOPS

Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and

COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All

FIND A RIDE BUDDY

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an

Twitter

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Follow Commuter Connections



[View all photos and videos](#) >

Worldwide Trends · Change

- #FollowMeTheVamps
- #Mis15Debilidades
- #randomhashtagforjames
- Xbox One
- #BeliebersWantToBeYourSmileJustin
- #EstúpidasYSensualesGanas
- Alper Potuk Fenerbahçe'de



Commuter Connections

@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC · biketoworkmetrodc.org

108 TWEETS 208 FOLLOWING 1,008 FOLLOWERS

Tweets

-  **Commuter Connections** @BikeToWorkDay 17 May
More than 14,500 registered for Bike to Work Day 2013, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!
[Expand](#)
-  **Commuter Connections** @BikeToWorkDay 16 May
#BTWDC is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!
[Expand](#)
-  **Commuter Connections** @BikeToWorkDay 15 May
Beautiful weather perfect for bicycling is expected this Friday May 17th. Enjoy!
[Expand](#)
-  **Commuter Connections** @BikeToWorkDay 14 May
Metro to host two pit stops on Bike to Work Day, May 17th to promote bicycling to Metro and taking Metro to work.
[_wmata.com/about_metro/ne.....](#)
[Expand](#)
-  **Commuter Connections** @BikeToWorkDay 3 May
Announcement: approximately 7,000 have already signed up for

Facebook

The screenshot shows the Facebook profile page for 'Bike to Work Day'. At the top, the Facebook navigation bar is visible with the search bar and user profile 'Ruth Baumann Lamy'. The main header features a large blue and green graphic with the text 'BIKE TO WORK DAY MAY 17 2013' and a stylized bicycle illustration. Below the header, the page name 'Bike to Work Day' is displayed with '1,009 likes - 127 talking about this'. The page is categorized as a 'Non-Profit Organization' with the text 'Registration for the Bike to Work Day 2013 event will begin March 4th.' Navigation tabs for 'Photos', 'Likes', and 'Videos' are present. A 'Highlights' dropdown menu is visible. The main content area includes a 'Write something...' text box and a recent post from 'Bike to Work Day' (38 minutes ago) with the caption 'Coolest baby ever enjoying a banana on Bike to Work Day!' and a photo of a baby. On the right side, there are sections for 'Recent Posts by Others on Bike to Work Day' and 'Likes', listing organizations like 'National Capital Region Transportation Planning Board' and 'Commuter Connections'.

facebook Search for people, places and things Ruth Baumann Lamy Find Friends

BIKE TO WORK DAY MAY 17 2013

Bike to Work Day
1,009 likes · 127 talking about this

Non-Profit Organization
Registration for the Bike to Work Day 2013 event will begin March 4th.

About · Suggest an Edit

Photos Likes Videos

Highlights ▾

Post Photo / Video

Write something...

Bike to Work Day
38 minutes ago

Coolest baby ever enjoying a banana on Bike to Work Day!

Recent Posts by Others on Bike to Work Day See All

Likes

- National Capital Region Transportation Planning Board**
Non-Profit Organization Like
- Commuter Connections**
Non-Profit Organization Like

Regional Advertising



Over 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

Pre-Register by May 10 for Free T-Shirt* and Bike Raffle

Free Food, Beverages and Giveaways at All Locations



BIKE TO WORK DAY 2013 FRIDAY MAY 17

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Also funded by the District of Columbia, Maryland, Virginia and the US Dept of Transportation

*T-Shirts available at pit stops to first 12,000 that register

Newspaper Ad

Photo identification and work authorization
 if you are not a U.S. citizen
 • Candidates must be DC certified
**Candidates MUST be available to work at least 24 hrs/week
 If successfully hired, you may be eligible for a \$50 signing bonus.**
 Candidates with these qualifications
 are welcomed to stop by our office at
**1420 K Street, NW 7th Floor,
 Washington, DC 20005.**

ASAP
 SERVICES GOVERNMENT
 Home Health Division

In the deadliest of the three attacks, a suicide bomber on a motorcycle detonated his explosives near a vehicle carrying a candidate from a hard-line Islamist party, killing 12 people and wounding 35. The Jamiat Ulema-e-Islam

People's Party. The blast killed the leader, Zahir Shah, officials said. The Pakistani Taliban have claimed responsibility for many of the attacks in the run-up to Saturday's national elections, including the attack on Shah. (AP)

UOUI.
 — **GOV. JOEY SALCEDA**, DISCUSSING ON TUESDAY HOW ONE OF THE PHILIPPINES' MOST ACTIVE VOLCANOES RUMBLED TO LIFE, SPURRING ROOM-SIZE ROCKS TOWARD NEARLY 30 SURPRISED CLIMBERS. FIVE HIKERS WERE KILLED BY THE ERUPTION AT THE MAYON VOLCANO.

DC Rider
 METRO NEWS ON YOUR IPHONE AND ANDROID — DOWNLOAD FREE

21 The number of officials punished by the Communist Party in China over a scandal in which they allegedly were extorted by real-estate developers after being secretly filmed in liaisons with hired women, the official Xinhua News Agency said Tuesday. (AP)



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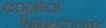
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Regional T-Shirt



Local Vinyl Banners



BTWD 2013 Proclamation Signing



Proclamation



bike to work day 2013

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 federal bicycle commuter benefit can be used by employers to assist employees with bicycle purchases, improvements, repair and storage, and

WHEREAS, Capital Bikeshare's regional bike sharing system has reached the milestone of 200 stations within the District of Columbia, Alexandria and Arlington, and is poised for continued expansion into more jurisdictions.

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 13th 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 Friday May 17, 2013 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; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

 TPB Chair Signature

Local Promotion



Local Promotion



Local Promotion



Fairfax Gas Station TV

Local Promotion





BTWD 2013 Confirmed Elected Officials and Dignitaries List

District of Columbia

Mt. Vernon DC
District of Columbia Councilmember Ward 6, Tommy Wells

Freedom Plaza
Federal Highway Administration Administrator, Victor Mendez
District of Columbia Mayor, Vincent Gray
District of Columbia Ward 2 Councilmember, Jack Evans
District of Columbia Ward 4 Councilmember Muriel Bowser
District of Columbia At-Large Councilmember, David Grosso

Maryland

Bethesda
Maryland Comptroller, Peter Franchot
Maryland State Delegate, Ariana Kelly
Maryland State Delegate, Susan Lee
Montgomery County Councilmember, Roger Berliner
Maryland Department of Transportation, Director of Bicycle and Pedestrian Access, Michael Jackson
League of American Cyclists Vice President Programs, Bill Nesper,

Frederick
Maryland Senator Barbara Mikulski's Office, Julianna Albowitz
City of Frederick Mayor, Randy McClement
City of Frederick Alderman, Karen Young
City of Frederick Alderman, Michael O'Conner
City of Frederick Alderman, Shelley Aloi
City of Frederick Alderman, Carol Krimm
City of Frederick Alderman, Kelly Russell
Frederick County Commissioner, C. Paul Smith
Frederick County Commissioner, David P. Gray
Frederick County Council of Tourism Executive Director, John Fieseler
City of Frederick Bicycle/Pedestrian Advisory Committee Chairperson, MaryLynn Hinde

Maryland (con't)

Greenbelt
City of Greenbelt Mayor, Judith Davis
City of Greenbelt Mayor Pro Tem, Emmett V. Jordan
City of Greenbelt Councilmember, Leta M. Mach

Virginia
Alexandria – Old Town
City of Alexandria Mayor, William D. Euille

Arlington - Ballston
Arlington County Board Member, Jay Fisette

Arlington - Crystal City
Arlington County Board Member, Chris Zimmerman

Arlington - East Falls Church
Arlington County Board Member, Libby Garvey

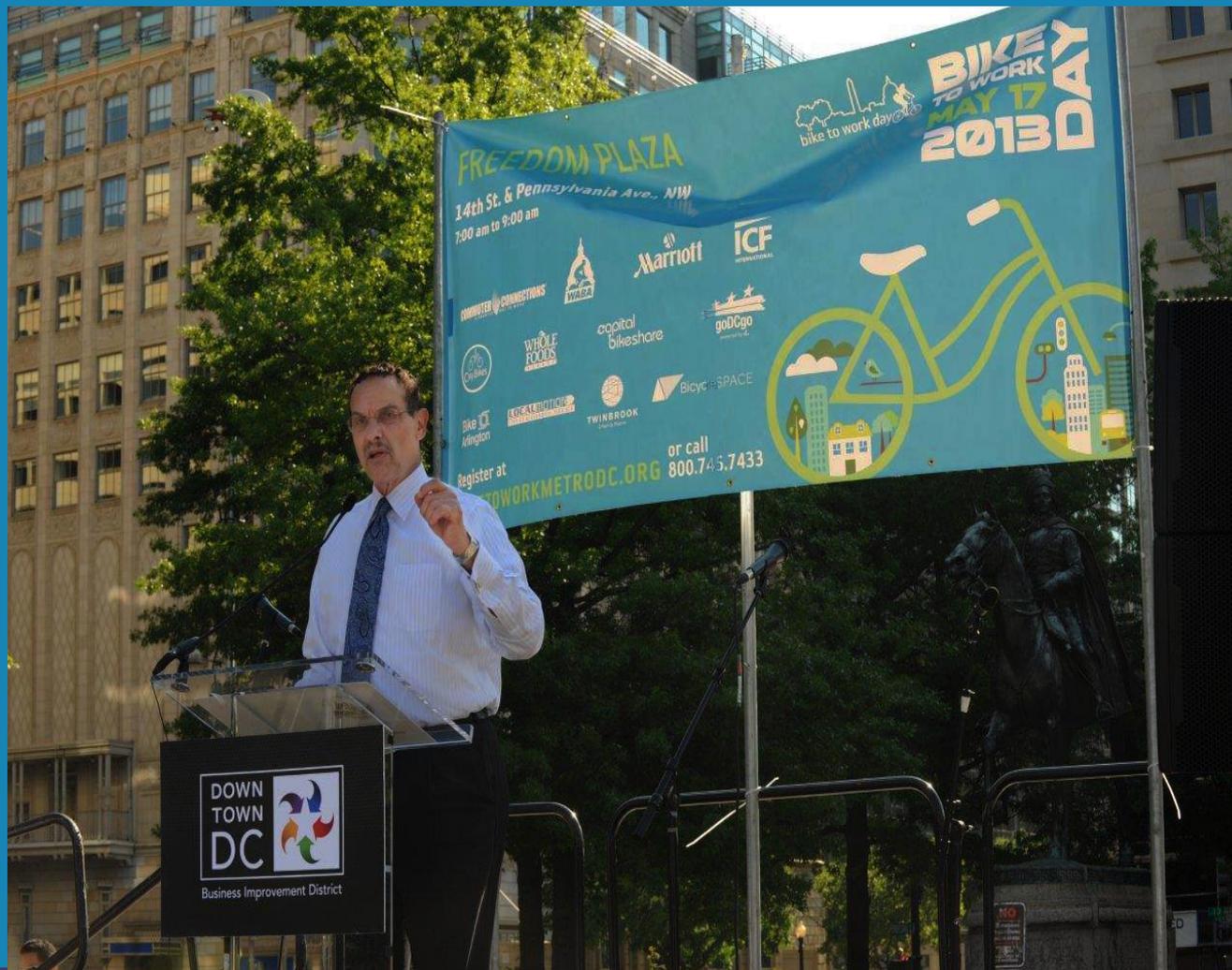
Arlington - Rosslyn
Arlington County Board Chair, Walter Tejada

Fairfax City Downtown
City of Fairfax Councilmember, Dan Drummond
City of Fairfax Councilmember, Ellie Schmidt
City of Fairfax Councilmember, Steve Stombres

Herndon
Town of Herndon Mayor, Lisa Merkel
Town of Herndon Vice Mayor, Connie Hutchinson
Town of Herndon Councilmember, Melissa Jonas
Town of Herndon Councilmember, Sheila Olem
Town of Herndon Councilmember, Charles Waddell

Rockville Fallsgrove and Rockville Town Center
City of Rockville Council member, Mark Pierzchala

DC Mayor Vincent Gray



DC Councilmember and TPB 2nd Vice Chair Tommy Wells



Ray LaHood



Ray LaHood



Ray LaHood

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Timeline Photos

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Ray LaHood
Bike to Work Day--big and getting bigger as bicycle commuting continues to grow. Congrats to all who rode, especially first-time bike commuters!
<http://1.usa.gov/18cdnAn>

Album: Timeline Photos
Shared with: Public

[Open Photo Viewer](#)
[Download](#)
[Report](#)

Anthony Banchemero, Abraham Pina Torres, Clayton Richards and 39 others like this.

2 shares

Ray LaHood



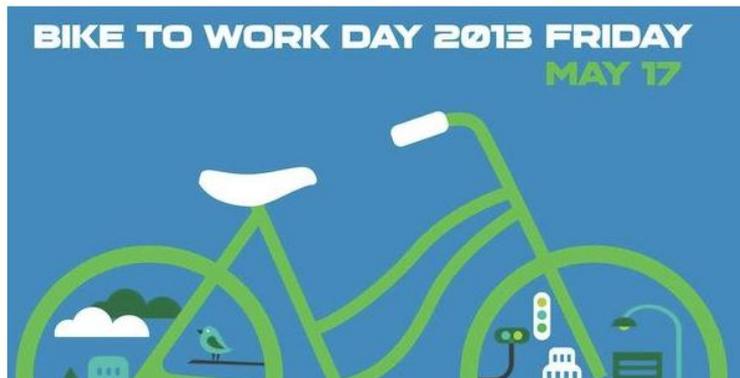
[Home](#) [Archives](#) [Profile](#) [Comment Policy](#)

« [Building a 21st Century Infrastructure: Better Outcomes, Faster Timelines, Less Red Tape](#) | [Main](#)

May 20, 2013

Bike to Work Day, big and getting bigger as bicycle commuting continues to grow

Congratulations to everyone who celebrated [Bike To Work Day 2013](#), and particularly those who were first-time bike commuters. It was a banner year for this event, with cities from Anchorage, Alaska, to West Palm Beach, Florida, reporting bigger-than-ever turnouts.



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 Privacy

 Ray LaHood
RayLaHood

RayLaHood Something to celebrate: [#BTWD13](#) makes the benefits of [#bicycling](#) real for even more new [#bike](#) commuters [1.usa.gov/18cdnAn](#)
about 1 hour ago · [reply](#) · [retweet](#) · [favorite](#)

RayLaHood [#Bike to Work Day, big and getting bigger as \[#bicycle\]\(#\) commuting continues to grow](#) [1.usa.gov/18cdnAn](#) [#btwd13](#)

Earned Media Strategy

Objective:

To build on momentum generated by past years and communicate benefits of bicycling to work as a fun, healthy, and cost effective way to get to work. Committee goals were to exceed the previous year's 12,000 registration level, and exceed 2012 sponsorship dollars.

Earned Media Strategy

Tactics

- Drive people to the website and increase participation through placement of earned media via pre-event news releases/media advisories and pitches;
- Advance awareness of BTWD by placing listings on events calendars in print and online publications, sponsor websites, and bicycling/recreation/environmental regional websites;
- Develop and distribute news releases in collaboration with COG Public Affairs Office;
- Increase awareness of how employers can incentivize employees to bike to work using social media channels.
- Increase awareness and participation in BTWD through distribution of direct email notifications to employers, and stakeholders and partners;
- Leverage social media to promote BTWD with content created for Facebook and Twitter;
- Pitch and coordinate interviews

Media

- Six Press Releases sent out between March 27th through May 17th.
- Live interviews conducted on radio and television and phone interviews conducted with local newspapers.

The screenshot shows the WUSA 9 website interface. At the top, the logo "WUSA 9" is displayed in blue and red, with "A GANNETT COMPANY" underneath. Navigation links for "Home", "News", "Weather", and "Features" are visible. Below the navigation, there are links for "Sign up" and "Log in", followed by a "FEATURED:" section with links to "WUSA Call For Action", "Nationals", "Jobs", and "iAlert". A promotional banner for a contest is shown, featuring a red Vespa scooter and the text "WIN A FREE VESPA" and "Watch the 11pm News for the Secret Word on Facebook. Enter the Secret Word on Facebook. www.facebook.com/WUSA9". The main article is titled "Bike To Work Day Is Friday" and is dated "9:22 AM, May 15, 2013" with "0 comments". The article image shows a female reporter in a yellow top interviewing a male man in a suit and tie, who is holding a microphone with the WUSA 9 logo. A news ticker at the bottom of the image reads "BIKE TO WORK DAY IS THIS FRIDAY" and includes weather information: "58° 6:48 WUSA 9" and "WEATHER: THIS AFTERNOON: PARTLY SUNNY & VERY WARM, STRAY SHOWER HIGHS: 82-88". At the bottom of the page, there are social media sharing options: "Recommend", "Tweet" (0), "+1" (0), "Pin it", and "Print".

Total Registrants and Pit Stops

BIKE TO WORK DAY 2013



14,673

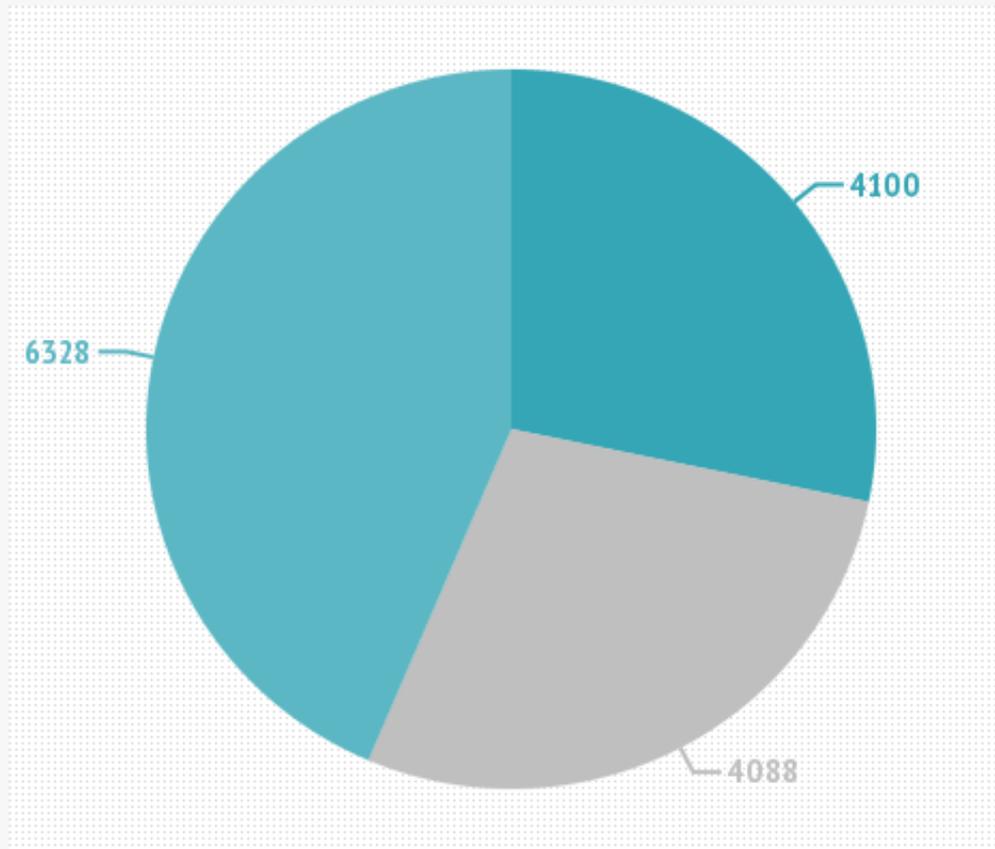
Registered Riders



Over 70

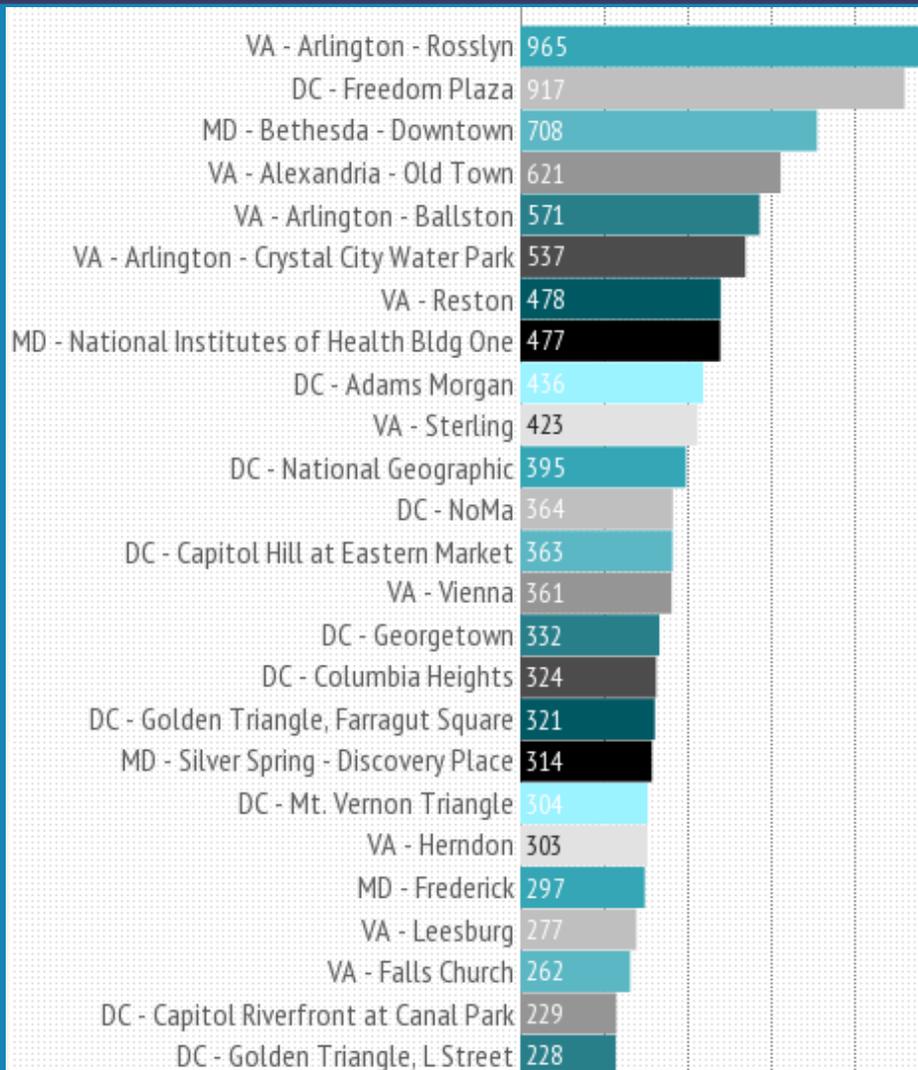
Regional Pitstops

Registered Bicyclists by State



DC MD VA

Top 25 Pit Stops by Size



Event Participation



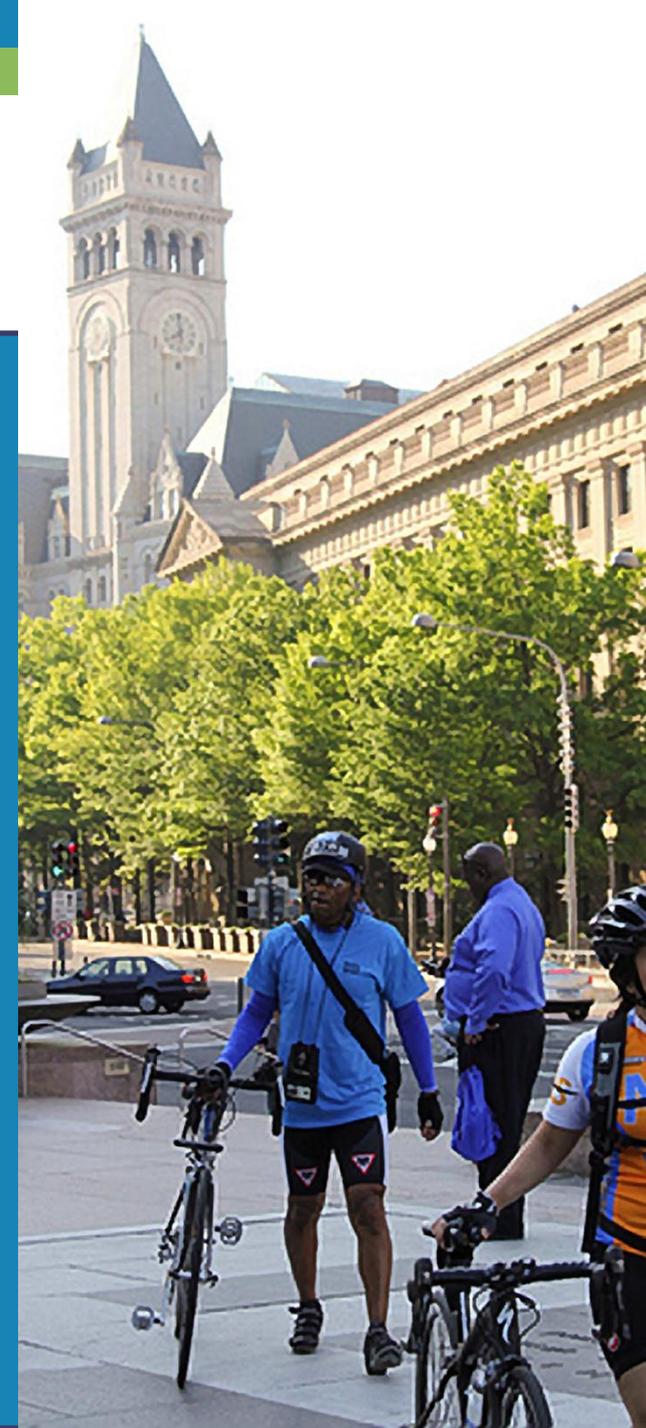
Bike to Work Day 2013 Event

BicycleSPACE



Bike to Work Day Sponsorship

- Reached a record-breaking cash total of \$48,550, a 6.5 percent increase over 2012.
- In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent



Questions

