

Bike to Work Day 2014 Washington DC Metropolitan Region

November 18, 2014



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Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
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Draft Report

Table of Contents

Acknowledgements – Page 3
Background/Executive Summary – Page 5
BTWD Growth by Year – Page 9
Sponsorship Declaration – Page 10
Sponsors – Page 11
Highlights From Area Pit Stops - Page 12
Employer Participation – Page 26
Radio Advertising - Page 30
Social Media – Page 31
Proclamation – Page 33
Marketing Materials – Page 35
Media Coverage – Page 40
Pit Stop Photos – 47

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Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike to Work Day 2014 event a success.

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 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.

Bike to Work Day planning began in September 2013 for the May 16, 2014 event. The Steering Committee established a lofty increase goal of 16 percent, equating to 17,000. The goal was nearly reached, as the final tally was 16,797 registrants, an impressive 14.5 percent increase.

The approximate breakdown of registrants by pit stop was:

Pit Stop Name	# Registrants
DC - Adams Morgan Total	486
DC - Anacostia Total	50
DC - Capitol Hill at Eastern Market Total	487
DC - Capitol Riverfront at Canal Park Total	237
DC - Columbia Heights Total	520
DC - U.S. Coast Guard HQ Total	48
DC - Edgewood Total	149
DC – Fort Totten Total	41
DC - Freedom Plaza Total	985
DC – Georgetown – Meigs Park Total	80
DC - Georgetown - Waterfront Park Total	475
DC - Golden Triangle, Farragut Square Total	412
DC - Golden Triangle, L Street Total	288
DC - Golden Triangle, Murrow Park Total	132
DC - Mt. Vernon Triangle Total	359
DC - National Geographic Total	529
DC - NoMa Total	505
MD - Bethesda - Downtown Total	722
MD - Bowie Old Town Total	33
MD - Bowie Town Center Total	36
MD - Capitol Heights Total	19

MD - Cheverly Metro Station Total	1
MD - College Park - City Hall Total	121
MD – College Park – Metro Total	51
MD - FDA White Oak Total	77
MD - Frederick Total	279
MD - Friendship Heights Total	134
MD - Gaithersburg Total	128
MD - Greenbelt Total	134
MD - Hyattsville - Magruder Park Total	103
MD - Indian Head Total	60
MD - National Institutes of Health Bldg One Total	532
MD - Naval Support Activity Bethesda Total	166
MD - North Bethesda - NRC Total	201
MD - Oxon Hill Total	72
MD - Rock Springs Business Park Total	125
MD - Rockville - Fallsgrove Total	211
MD - Rockville - Rockville Town Center Total	214
MD - Rockville – Tower Oaks/Wootton Total	45
MD - Rockville - Twinbrook Total	121
MD - Silver Spring - Discovery Place Total	366
MD - Silver Spring - East/West Hwy Total	97
MD – Suitland Total	52
MD - Takoma Park - Downtown/Old Takoma Total	165
MD - Takoma Park - Silgo Creek Trail Total	54
MD - Takoma/Langley Crossroads Total	8
VA - Alexandria - Carlyle Total	236
VA – Alexandria – Del Ray Total	198
VA - Alexandria - Mark Center Total	112
VA - Alexandria - Old Town Total	516
VA - Arlington - Ballston Total	563
VA - Arlington - Crystal City Water Park Total	578
VA - Arlington - East Falls Church Total	137
VA - Arlington - Rosslyn Total	987
VA – Arlington Columbia Pike/Penrose Total	137
VA - Burke VRE Station Total	62
VA - Dumfries Total	14
VA - Fairfax City Downtown Total	103

VA - Fairfax Corner Total	113
VA – Fair Lakes Total	64
VA - Falls Church Total	249
VA - Haymarket Total	12
VA - Herndon Total	362
VA - Leesburg Total	242
VA - Manassas - George Mason University Total	52
VA - Manassas - Kelly Leadership Center Total	18
VA - Manassas - VRE Station Total	54
VA – McLean Total	44
VA - Merrifield - Mosaic District Total	70
VA - Merrifield - W&OD Trail Total	174
VA - Mt. Vernon - Collingwood Park Total	39
VA - Reston Total	486
VA - Rippon Landing VRE Station Total	15
VA - Springfield/Metro Park at Walker Lane Total	107
VA - Sterling Total	364
VA - Tysons Corner Center Total	85
VA - Vienna Total	345
VA - Woodbridge - Chinn Center Total	43
VA - Woodbridge - VRE Total	19

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, music (in some instances), and listened and conversed with elected officials. Commuter Connections secured \$48,550 in cash sponsorship donations that went towards the overall regional marketing efforts.

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

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2014, included:

- Web site designed and maintained by Commuter Connections.
- 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 the BTWD event web site.
- A radio 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 from BicycleSPACE
- Donated bicycles from REI, BicycleSPACE and bikes@vienna

In addition, 18 confirmed 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.

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. Although bicycling accounts for a small percentage of the overall regional commute mode split, it helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those 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, Maryland, Virginia and U.S. Departments of Transportation.

Bike to Work Day Growth by Year





Bike to Work Day - May 16, 2014 Regional Sponsorship Declaration

Please Return by December 31, 2013

Please check one of the following Sponsor Levels:		Cash	In-Kind
GOLD SPONSOR LEVEL \$7,000 <i>Mentioned as major sponsor on approximately Over 100 Radio ads, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
SILVER SPONSOR LEVEL \$4,000 <i>Logo on 13,000 T-Shirts plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
BRONZE SPONSOR LEVEL \$1,000 <i>Logo on Website and 75,000 Brochures and/or Posters</i>	<input type="checkbox"/>	<input type="checkbox"/>	
If In-kind donation, please describe: _____ _____			

Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,000 in cash or \$2k in cash and \$2k in accepted merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration and is typically available at no extra cost; certain locations however may require a fee.

Name : _____	Title: _____
Organization: _____	
Address: _____	
City, State, Zip: _____	
e-mail: _____	Phone: _____
Website: _____	
Signature _____	Date: _____

Please make check **payable** to the **Metropolitan Washington Council of Governments (COG)**
 777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to
dfranklin@mwkog.org in a high resolution format for quality reproduction by January 31, 2014.
 Preferred format is eps. Fax signed form to (202) 962-3203, or e-mail it to dfranklin@mwkog.org.
 Contact Doug at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



SPONSORS

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 2014 event:

Top Level Sponsors:

- BicycleSPACE
- Bike Arlington
- Capital Bikeshare
- Commuter Connections
- ICF International
- JBG Companies (Twinbrook)
- Local Motion Alexandria
- Marriott International
- REI
- WABA
- Whole Foods

Other regional sponsors:

- AAA Mid-Atlantic
- Abus
- BicyclePass
- Bike and Roll
- Bikes@Vienna
- Brompton
- Chrome
- Coalition Capital Crescent Trail
- COG
- Crystal City BID
- Fairlakes (Peterson Companies)
- Green Guru
- Jamis
- Kimpton Hotels & Restaurants
- Knog
- Ortlieb
- Portland Design Works
- Potomac Pedalers
- Transurban

HIGHLIGHTS FROM AREA PIT-STOPS

Adams Morgan: Despite the torrential downpour, around 200 visitors came to the pit stop and we passed away a lot of goodies. Once tents were set up, the hot coffee and bagels and fruit from Tryst were a big hit. Not many wanted to drink the cold water from Safeway. Folks who visited were really glad for the pit stop and made the most of a soggy bike to work day. The extra t-shirts were taken to WABA's offices and also to the Columbia Heights evening pit stop.

Alexandria – Carlyle: Carlyle had not one but two Bike to Work Day Pit Stops. The original date's festivities were cancelled due to extreme wind and rain conditions. Even so, 59 bikers of the 237 registered bikers made the trek to pick up their 2014 Bike to Work Day t-shirt from volunteers who stayed to greet them. Potbelly moved their oatmeal bar indoors and was a welcome respite from the storm. Carlyle Council held a **Bike to Work Day Redux** a week later for those registered bikers who did not make it on May 16th. Eddie Fuentes, Carlyle's talented singer/songwriter performed. In rapid-fire succession, Jerry King, event M.C., gave out raffle prizes every few minutes, donated by our generous sponsors to registered bikers. Many thanks to the Carlyle Pit Stop sponsors – SHRM, The Westin Alexandria, Post Properties, the U.S. PTO, Potbelly, Whole Foods Market, Simpson Properties, Regus, Alexandria Renew, Clark Construction, Velocity Coop, Wheel Nuts and the Eisenhower Partnership.

Alexandria – Mark Center: There were 112 registrants for the pit stop. The event was held from 7am to 9am.

Alexandria - Old Town: The City of Alexandria's Local Motion program was again a Silver Sponsor for this year's event. As a whole the City had its highest participation rate ever in 2014 with over 1,000 participants spread across four pit stops. The City's sponsored pit stop on Market Square/City Hall saw over a hundred bikers show up despite the rain. A week after the event The City gave out 107 t-shirts to registrants that could not make it out the day of. Patch kits, bike maps and Local Motion brochures were handed out to participants.

Anacostia: There were 50 registrants for the pit stop. The event was held from 7am to 8:30am.

Arlington – East Falls Church: There were 137 registrants for the pit stop. The pit stop also had an event from 4pm to 7pm for commuters heading home from their worksites.

Arlington – Rosslyn, Columbia Pike, and Ballston: Bike to Work Day 2014 was soggy, but given the torrential weather was considered an overall success. Arlington had a total of 6 pit stops, two of which were directly run by BikeArlington (Rosslyn and Ballston and we assisted heavily with the brand new Columbia Pike stop. BikeArlington also helped to provide marketing for the two East Falls Church stops and the Crystal City stop. In total there were almost 2500 registrations in Arlington. Rosslyn had 987 registrations, Ballston had 564, Crystal City had 578, Columbia Pike had 137, East Falls Church AM had 137 and East Falls Church PM had 87.

The Rosslyn pit stop was again held at Gateway Park, and the Ballston pit stop was held at Freshbikes bike shop. The rain required the cancellation of much of our regular

entertainment, so the BikeArlington stops did not have DJs or costumed unicyclists this year. The Sign Spinners did come out in the rain and were impressive with their wet weather acrobatics.

Due to the rain, there was an estimated 30% - 40% of total registrants that showed up and had many left over t-shirts. In order to get additional shirts to people who couldn't make it on the morning of the event shirts were made available for pickup for Arlington stop attendees at the Arlington County Commuter Stores in Rosslyn, Ballston and Crystal City. In past years BikeArlington has had an "everyone is a winner" raffle prize drawing, but due to the rain it was cancelled. Instead, in June there was a #Selfie contest in which people who signed up at Arlington pit stops were asked to send pictures of themselves on their bike commutes later in the summer. Those pictures were then posted to Facebook and cyclists could come claim their prizes. View the entire album of happy (and dry Arlington commuters here: <http://on.fb.me/1s27dgu>)

Bethesda: The Bethesda Pit Stop had 160 participants check in on-site and 708 bicyclists pre-register.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. Proclamations from the State Comptroller, Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- Maryland State Comptroller Peter Franchot
- Maryland State Delegate Susan Lee
- William Hwang, Deputy Assistant Secretary for Transportation Policy and Freight, Maryland Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Several businesses were provided tables with representatives at the event, including: the Leukemia and Lymphoma Society, the DC Green Festival, the National Multiple Sclerosis Society, City Sports Bethesda, Fitness Together, REI, YMCA Bethesda Chevy Chase, and the Washington Area Bicyclist Association.

Honest Tea came out with staff to provide samples as well as full-sized bottles of tea and juices, and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Abt Associates provided coffee from Dunkin Donuts. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 10th Annual Bicycle Commuter Spirit Awards. This year's winners were Holly Chase and Rod Hannon. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Now. Professional event photography was done by Dave Dabney.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included:

Abt Associates	All Fired Up
Bethesda Bagels	Bethesda Blues and Jazz Supper Club
Bethesda-Chevy Chase CoC	Bethesda Court Hotel
Brickside	City Sports
Cystic Fibrosis Foundation Cycle for Life	DC Green Festivals
DrinkMore Water	Fitness Together
Georgetown Running Company	Griffin Cycle
Hilton Garden Inn	Honest Tea
Leukemia and Lymphoma Society Team in Training	
National Multiple Sclerosis Society Bike MS	Original Pancake House
Pizza Tempo	REI
Spring Mill Bread Co	Unity Woods Yoga
Whole Foods	YMCA – Bethesda
Zip Car	

Bowie Town Center: There were 36 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Bowie Old Town: There were 33 registrants for the pit stop. The event was held from 6:30am to 8:30am..

Burke: There were 62 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Capitol Hill BID: The Capitol Hill BID, Capitol Hill Bikes, and City Bikes sponsored a pit stop at the Eastern Market metro plaza between 7:30am-9:30am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free coffee, and Harris Teeter donated snacks for the event. Capitol Hill BID had their information on display and Capitol Hill Bikes and City Bikes had representatives on hand to pump air in bike tires and perform maintenance checks. The event was a great success with about 300 participants attending. Note: The Capitol Hill BID decided to postpone their pit stop due to the heavy rain on May 16th. It was held on Friday, May 23rd with beautiful weather!

Capitol Heights: The pit stop had 19 registrants. The event was held from 6:30am to 8:30am.

Capitol Riverfront: The pit stop had 237 registrants. The event was held from 7am to 9am.

Coast Guard Headquarters: There were 48 registrants for the pit stop. The event was held from 6am to 9am at the U.S. Coast Guard Headquarters.

College Park City Hall: The College Park pit stop was open from 6am to 9am. Although there were 120 people registered by Friday morning, only 34 people signed in at the event, making it the lowest attendance since 2005. But those who did arrive seemed to

be having a great time. There was a well-received speech given by City Councilmember and Transportation Planning Board Chair Patrick Wojahn, just before departing on bike with his convoy to Freedom Plaza. City Councilmembers Monroe Dennis, Alan Hew and Denise Mitchell also braved the wet, chilly morning to show their support for the event.

The University of Maryland loaned TerpRide, their customized event bus that provided both a wind block and a large awning to keep some of the rain out. MOM's Organic Market provided an assortment of food and drinks to keep our energy up. There were free bike repairs and tune-ups courtesy of College Park Bicycles and Proteus Bikes. To relax away the tension of riding in the rain, participants were offered free 10 minute chair massages by certified therapists. Through it all, the DJ kept everybody motivated with music.

All of the participants had a great chance of winning something from the large selection of raffle prizes: restaurant gift certificates from Asian Fusion, gift bags from the Clarion Inn, Nationals tickets from the College Park Car Wash, comprehensive bike tune-up gift certificates from College Park Bicycles as well as a nice LED bike light from COG. Special thanks to City staff Jessica Bellah, Larry Brown, Jill Clements, William Fleming, Janet McCaslin, Donna Peebles, Michael Stiefvater, and University of Maryland staff Dan Hayes, Valerie Goubeau and Mike Levensgood. In addition, the continued support of College Park's Committee for a Better Environment was appreciated and helped make this event a success. We look forward to a sunny sky returning next year for Bike to Work Day 2015.

College Park Metro: There were 51 registrants for the pit stop. The event was held from 4pm to 7pm.

Columbia Heights: A beautiful, sunny, early-Summer evening highlighted the smiling faces of our participants – both those of the 510 who had signed up for this pit-stop (170 cyclists showed up and the many cyclists who had gotten washed out of the earlier events (37 of 85 additional registrants) !

A handful of volunteers (thanks Lori, Alex, Eric and George)! verified attendance, distributed T-shirts and giveaways, and coordinated the prize drawings on the quarter-hour. Representatives of the Police bicycle-unit from the Third District were kind enough to keep the food table freshly stocked, and WABA staff distributed info and enrolled members while adding to the joyful atmosphere. Columbia Heights provided a cheerful, dry consummation of a long day supporting bicycling throughout the District. Candidate for Ward 1 City Council, Brianne Nadeau, visited with the crowd near the conclusion of the event.

Mad Momo's once again donated a major prize: a dinner-coupon for their Himalayan-style cuisine; they were joined this year by *The Coupe*, *El Tio*, *Go DC Go*, *GoodShuffle*, *Kali Yoga Studio*, *Maple*, *Slate*, and the grand prize provided by *Splendidly Organized*. *Giant* supplied fruit and water, tables were loaned through *GoodShuffle*, and the *Park Triangle*, for the fourth time, displayed the *Bike to Work Day* banner from their balconies overlooking the plaza. A hearty "thanks!" to all who so generously supported this event!

Crystal City: There were 578 registrants for the pit stop. The event was held from 7am to 9am. .

Dumfries: There were 14 registrants for the pit stop. The event was held at the Town Hall from 7:30am to 9am.

Edgewood Met Branch (DC : The event was held from 7am to 9am during excessively heavy rain. However, even in this weather there were at least 50 cyclists who passed through - some wearing their swim suits - who picked up t-shirts and giveaways from under a very soggy tent. The Edgewood Pit Stop is special as it is entirely neighborhood run and organized, is located along the Met Branch Trail, and always includes a robust cheering section. For those who did not make it out during the downpour, a second "bike to work day" t-shirt pick-up took place along the trail on the following Monday.

Fairfax Corner: There were 113 registrants for the pit stop. The event was held from 6:30am to 9am.

Fairfax: There were 103 registrants for the pit stop. The event was held from 6am to 9am.

Fairlakes: There were 64 registrants for the pit stop. The event was held from 6am to 9am.

Falls Church: The weather was definitely a factor in this year's pit stop. With heavy wind and rain early the morning of the 16th, City staff made the call to cancel the event due to safety concerns. Local bike shop and perennial sponsor Bikenetic did stay on-site to provide support for cyclists braving the weather. Fortunately, some quick rescheduling allowed the City to host its pit stop the following Friday, the 23rd.

Fort Totten: There were 41 registrants for the pit stop. The event was held from 6:30am to 9:30am.

Freedom Plaza (DC : A veritable deluge of rain wasn't enough to stop Bike to Work Day enthusiasts from cycling in to the DowntownDC BID's pitstop at Freedom Plaza, which was attended by U.S. Transportation Secretary Anthony Foxx, Acting U.S. Surgeon General Rear Admiral Boris D. Lushniak and District Department of Transportation Interim Director Matt Brown. About 75 bicyclists stopped by throughout the two-hour event, which tallied almost 1,000 registrants. Attendees munched on goodies from Whole Foods and gathered under tents set up by exhibitors, including BicycleSPACE, WABA, Freshfarm Markets, REI, and the DC Public Library. Two Wheel Bike Valet provided free bike valet services. A parked DC Circulator bus, on site to allow cyclists to practice loading and unloading their bikes from the bus's front bike rack, provided shelter and a dry place to pass out t-shirts and prizes. The bus was facilitated by goDCgo.

Frederick: Frederick had a successful Bike to Work Day event in 2014 despite the rain, with 289 registered riders (down 9.3% from 2013), 40 of whom rode in the ceremonial ride and/or stopped by the Pit Stop in the morning of May 16th (down 76% from 2013). The decrease in participation was largely attributed to the severe weather occurring the night before and morning of the event. Aside from the rain, enthusiasm was high.

The Pit Stop included food and drinks donated by Dunkin Donuts, Giant Eagle, My Organic Market, and The Common Market. The crowd was welcomed by Frederick Mayor

Randy McClement, Commissioner C. Paul Smith, Evan Routzhan from iShine and more. The MC was John Fieseler of the office of Tourism. The Parks & Rec department provided tables and chairs for food suppliers & vendors, which included The Bicycle Escape (who also donated a bike for our raffle, State Farm Insurance, the Common Market, and Frederick's Bicycle & Pedestrian Workgroup amongst others.

The annual pre-event Registration Celebration was held at Clemson Corner Shopping Center. The Bicycle Escape allowed us to set up a registration center at their store. Retailers provided free massages (Massage Envy ,the Frederick Wine House had wine and cheese tastings at their storefront and pizza was donated from Coal Fire Pizza. 83 people participated in the event (a 27% increase from 2013).

An online post-event survey indicated that 47.5% of participants were very satisfied with the event, 85% of registrants would recommend the event to a colleague or friend and 17.5% use biking as a commute mode.

Friendship Heights: There were 134 registrants for the pit stop. The event was held from 6:30am to 9am.

Gaithersburg: There were 128 registrants for the pit stop. The event was held from 7am to 9am along Orchard Ridge Drive at Great Seneca Highway.

Georgetown – Meigs Park and Waterfront Park: The Georgetown BID planned two pit stops to take advantage of our position at the confluence of several trail systems and new on-road facilities, one at Georgetown Waterfront Park (Wisconsin & K , one at Meigs Park (Pennsylvania, 28th & M). There were rented party tents for shade and weather cover, and staff arrived at 5:30 AM in a light drizzle to help set them up for the 7:00 AM start, along with tables, chairs, and food items. Between 5:30 and 6:45, the light drizzle turned into a torrential rain along with a 10 degree temperature drop and high winds. The conditions compelled us to cancel the Meigs Park stop since it didn't have the benefit of nearby cover, and the staff at that location became soaked from the waist down due to the rain coming into the tent sideways. The tents were left up, and posted signs that BTWD was still happening at Georgetown Waterfront Park about 1/3rd of a mile away.

The supplies were consolidated at the Georgetown Waterfront Park stop which had additional cover from the Whitehurst Freeway. Of the 500+ registrants at the two stops, approximately 125 visited this pit stop. Riders were wet, many were cold, and they were very appreciative of the event. There was more food than participants over the course of the event, and extras were given to riders to take with them. Food vendors included Dean and Deluca, Starbucks, Baked and Wired, Sprinkles cupcakes, and Malmaison (juice). There were approximately 300 t-shirts left over, which were given to riders the following week on the makeup day, with any extras after that going to the bike shops that sponsored repair stands and water bottles for BTWD (Cycle Life, Revolution Cycles, Bicycle Pro Shop).

Golden Triangle – Farragut Square: There were 412 registrants for the pit stop. The event was held from 7am to 9am.

Golden Triangle – L Street: There were 288 registrants for the pit stop. The event was held from 7:30am to 9am.

Golden Triangle – Murrow Park: There were 132 registrants for the pit stop. The event was held from 7am to 9am.

Greenbelt: Bike To Work Day 2014 was the third year for the Greenbelt pit stop. A committee of five City of Greenbelt employees organized the event at the Greenbelt Aquatic and Fitness Center. Due to the weather, the event was moved inside the side entrance of the facility. There were 134 bikers registered which was an increase of 50% from 2013.

Considering the horizontal downpours and wind, the committee was pleased with attendance of 22; 13 arriving by bike. Three cyclists joined the ‘convoy’ to downtown Washington DC which was led by Jeff Lemieux. Arrow Bike Shop mechanics wrestled with their tent in the rain and wind to provide bike checks.

In addition to food and drinks, each rider received a t-shirt and swag, including a custom printed BTWD lip balm. Thanks to our sponsors for food, swag and raffle prizes: Anacostia Trail Heritage Area, Greenbelt COOP Grocery, Arrow Bicycle of Hyattsville, Proteus Bike Shop of College Park and Prince George’s County Department of Public Works and Transportation. New sponsors this year were Chef Lou Desserts and Angel’s Touch Spa.

Haymarket: There were 12 registrants for the pit stop. The event was held from 6am to 9:30am.

Herndon: There were 362 registrants for the pit stop. The event was held from 5:30am to 10am. On Friday, May 17, the Town of Herndon hosted a bike pit stop close between the Herndon Depot Train Museum and old Town Hall, just off the W&OD trail. Participants were encouraged to register for the event and then check in at one of the pit stops. The biking store A-1 Cycling was the first bike shop sponsor for the Town of Herndon and helped begin the Herndon bike pit stop. In 2013, the bike and coffee shop Green Lizard Cycling opened a lease at the Nachman Building in downtown Herndon on 718 Lynn St. “We now have two great supports in Green Lizard and in A-1. We also have community groups that come and participate,” said Roeder. “We have a great representation of people who are passionate about biking.”

Hyattsville Macgruder Park: There were 103 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Indian Head: The Tri-County Council for Southern Maryland (Council would like to thank all sponsors, presenters and participants that helped to make this year’s Bike to Work/Wellness Day a success. This year’s event was held on May 16, 2014 in Indian Head, Maryland. Bike to Work/Wellness Day was hosted by the Town of Indian Head and the Tri-County Council’s Commuter Assistance Program, in conjunction with the Metropolitan Washington Council of 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. The focus of the Bike to Work/Wellness Day is to remind citizens that biking is one way to stay fit and healthy. The annual affair also aims to promote wellness and preventative measures, such as healthy

eating habits, and the importance of alternative modes of transportation which promote cleaner air and cleaner air initiatives. Through activities such as Bike to Work/Wellness Day, the Council and Charles County are actively adopting best practices that encourage an environmentally friendly transportation alternative that reduces road congestion and encourages healthier lifestyles. A hearty thank you to the following:

- Bicyclists from the Southern Maryland Region
- Bike Doctor, Waldorf, Maryland
- Charles County Commissioners Debra Davis
- Charles County Sheriff's Office Bike Patrol
- 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 – 5th Grade
- Maryland Department of Transportation
- Maryland Transit Administration
- Pinnacle Performance of Waldorf
- La Plata Fitness Center
- Town of Indian Head

Leesburg: While portions of the W&OD Trail just east of Leesburg were completely under water, 83 of 242 registrants visited the pit stop. The event was held from 6 a.m. to 9 a.m. under a pavilion at Raflo Park. Loudoun County transportation staff distributed T-shirts and prizes (spoke lights and served hot coffee, fresh fruit, juices and grab and go snacks. Mechanics from Bicycle Outfitters were on hand to assist with bicycle adjustments. A new bicycle was raffled at the conclusion of the event.

Manassas GMU: There were 52 registrants for the pit stop. The event was held from 6:30am to 9:30am.

Manassas Kelly Leadership Center: There were 21 registrants for the pit stop. The event was held from 6am to 9:30am.

Manassas VRE: There were 45 registrants for the pit stop. The event was held from 6am to 9am.

McLean: The First Annual McLean Bike to Work Day Pit Stop was held at Greenberry's Coffee Shop in McLean from 6:30 – 9:00 am. In spite of the rain, it was still a huge success! We had almost 50 people register for the pit stop, nearly doubling our goal of 25 registrants. We had over 20 people attend the event and several cyclists braved the weather and still rode thru the pit stop. In fact, Lucia Olivera was our first cyclist and she received a free, 3-month membership to Cypress Fitness courtesy of Katherine Quinn.

Since the weather conditions were less than desirable, the staff at Greenberry's decided to allow registrants until Friday, May 30th to come to the store to claim their T-Shirt. We had over 40 people come to claim their T-shirt during that period. In addition, Dan LeBarge and the staff at Greenberry's agreed to maintain a shelf of materials for our cyclists throughout the year.

Finally, we want to thank our sponsors of the event and ask that you visit these bike-friendly community partners: The JBG Companies; Greater McLean Chamber of Commerce; Bike McLean; Greenberry's; Giant; Cypress Fitness; Chesapeake Bagel Bakery. We look forward to an even bigger and better McLean Pit Stop next year.

Merrifield - Mosaic: There were 70 registrants for the pit stop. The event was held from 6:30am to 9am. Freshbikes performed tune-ups and safety checks for riders.

Merrifield – W & OD: The 495 Express Lanes Team, in partnership with the Washington Area Bicyclist Association and the Metropolitan Washington Council of Governments' Commuter Connections, hosted the Bike to Work Day Pit Stop at the Merrifield W&OD Trail in Merrifield, Va. The bicyclists were happy to see the 495 team supporting Bike to Work Day, as some other pit stops had to cancel their participation due to the weather conditions. The 495 Pit Stop featured tables staffed by local business partners who offered free services, refreshments and educational materials to attendees. Sponsors included: Gold's Gym, Performance Bicycle, Einstein Bagels, Velocity 5, Fairfax Advocates for Better Bicycling, Panda Express, Greater Merrifield Business Association, and Beltway Medical Massage.

Mt. Vernon Triangle: There were 359 registrants for the pit stop. The event was held from 7am to 9am at Busboys and Poets.

Mt. Vernon – Collingwood Park: There were 39 registrants for the pit stop. The event was held from 6:30am to 8:30am.

National Geographic Society: The event was held from 7:30am to 10am. Bikers from around D.C. refused to let the rainy weather and gusty winds (not to mention a flash flood warning put a damper on the festivities as National Geographic served as an official pit stop for the annual Bike to Work Day celebration. A total of 263 participants - including many Nat Geo employees - braved the elements to join their fellow cyclists for a lively gathering that included raffle prizes, free food, hot coffee, complimentary bike maintenance, and a very popular National Geographic photo backdrop with props.

This was the third year that National Geographic has been an official pit stop. The celebration, originally scheduled for the courtyard, was moved inside to the cafeteria due to the rain. A number of partners made generous contributions to the event. [Sodexo](#), [Keany Produce](#), [Quaker Oatmeal](#), [Clif Bars](#) and [Naked Juice](#) made sure that each of the bikers was well nourished and hydrated. Representatives from [The Bike Rack](#), [Capital Bikeshare](#), [Gold's Gym](#), [City Sports](#), [Enterprise CarShare](#) and many others were on-hand and contributed items for the raffle drawings. Alan Stein of [The Body Mechanix](#) provided massage therapy for some grateful cyclists.

NIH: At the NIH Building One pit stop, despite the torrential early morning rains the NIH Pit stop had 155 passionate cyclists attended.

The third annual Carl Henn Bicycle Advocacy Memorial Award was awarded to Joe Cox, by Randy Schools of the R&W. Carl Henn of Rockville was president of the NIH Bicycle Commuter Club for several years and was tragically killed by lightning in the

summer of 2010. Vernon Anderson, NIH Bicycle President spoke about Joe's advocacy and accomplishments to support the Bicycle Program at NIH.

The Bicycle Place provided free safety checks for cyclists. 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 NIH/BCC Bike Bucks. The W&T Travel Services, NIH Shuttle contractor, demonstrated how to safely mount bikes onto the new bike racks on the NIH shuttles. There were also information booths about safety and bike routes in the county.

Thanks again to the 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)
- NIH Division of Environmental Protection (DEP)
- Proteus Bikes
- Clean Currents Inc.
- The Bicycle Place
- Hudson Trail Outfitters
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery
- W&T Travel Services

Naval Medical Center: There were 166 registrants for the pit stop. The event was held from 6am to 9am. NSA Bethesda hosted a pit stop on our helicopter landing pad and had close to two hundred registrants. The Morale Welfare and Recreation office hosted the event with refreshments and were ready to receive riders despite the heavy downpours. 20 folks stopped by on their way to work and look forward to next year's event.

NOMA: There were 505 registrants for the pit stop. The event was held from 7:30am to 9:30am. The NOMA BID hosted the event within it's building's lobby and provided food and drink along with NOMA t-shirts. BicycleSpace provided tune-ups and safety checks for riders. TPB Chair Patrick Wojahn biked in from College Park to speak to constituents there, then biked into DC arriving at the NoMa pit stop and spoke to the riders.

North Bethesda: On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff welcomed soaked cyclists and participants at the US Nuclear Regulatory Commission Plaza (NRC). Despite the downpours of rain, over 100 people arrived, including an estimated 30 that cycled to work! Each registered participant received a Bike to Work Day t-shirt, water bottle, bike maps and other goodies. They were treated to a variety of breakfast foods donated by our great sponsors – Aurora Apartments, Enterprise Rideshare, Friends of White Flint, Pike & Rose, Wentworth House and Whole Foods. Prizes and gift certificates were generously donated by Bob's Bikes,

Communities for Transit, RetroFitness, Salon Luna, Strathmore, The Dermatology Center, White Flint Downtown Advisory Committee and the White Flint Partnership. A very special thank you to our host, NRC, for another great year!

Under the large tent, prizes, raffle drawings and announcements were made every 15 minutes and music was provided throughout the event.

Bill Carey, Director of Donor and Community Relations at Strathmore, Francine Waters, Executive Director of the White Flint Partnership, and Dee Metz, White Flint Coordinator for the Montgomery County Executive's Office participated as did David Meyer, Director of the Division of Administrative Services for NRC. They helped in presenting awards, the County's Bike to Work Day proclamation, and announced the winner of the new bike. The grand prize, a new bike, was presented to Michelle Hayes by Bob Mallasch, owner of Bob's Bikes. An ecstatic Michelle won a Sun Folding F7 bike.

Oxon Hill: There were 72 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Reston: 486 bicyclists pre-registered and 15 onsite registrants rode to the **new** Reston Pit Stop location, the Wiehle-Reston East Metrorail Station, to celebrate Bike to Work Day. Even with the torrential downpour of rain, we had 198 riders show up. They were treated to free breakfast from Great Harvest Bread Co., Einstein Bagels, and Whole Foods Market and coffee from Comcast Partners. Groups attending included, The Bike Lane, The Reston Bike Club, Friends of the W&OD Trail, Reston Association, Performance Bicycle, Team-In-Training, the YMCA-Fairfax County Reston, LINK, and Fairfax Advocates for Better Bicycling. Larry Butler of Reston Association introduced Hunter Mill District Supervisor Cathy Hudgins, Delegate Ken Plum, RA Board President Ken Knueven whom each addressed the crowd at 8 a.m. Reston Association's Walker Nature Center brought out their energy cycle which, when pedaled, demonstrates how much energy is required to power a light bulb and how much more energy is required to power incandescent bulbs compared to fluorescent bulbs. The Bike Lane & Performance Bike were on hand to check out cyclists' bikes to make any adjustments. We also had a bike powered blender making smoothies. There were over 50 door prizes given out throughout the morning.

Rock Springs: There were 125 registrants for the pit stop. The event was held at the Marriott International Headquarters from 6:30am to 9am.

Rockville Falls Grove: There were 211 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Rockville Tower Oaks/Wootton: There were 45 registrants for the pit stop. The event was held by the Millennium Trail from 7:30am to 9:30am.

Rockville Town Center: There were 214 registrants for the pit stop. The event was held from 7am to 9am.

Rockville Twinbrook: There were 121 registrants for the pit stop. The event was held from 7am to 9am.

Silver Spring Discovery: There were 366 registrants for the pit stop. The event was held from 6:30am to 9am.

Silver Spring East West Hwy: There were 97 registrants for the pit stop. The event was held from 7:30am to 9:30am.

Springfield: There were 107 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Sterling: Due to severe weather, the pit stop was scaled back and moved indoors to the Sterling Ruritan Club, just steps away from the W&OD Trail. In spite of the conditions, 106 cyclists of 364 who had registered, stopped in for T-shirts, prizes, coffee and grab and go snacks. Mechanics from Spokes Etc. remained on site during the event—ready to assist participants with adjustments. This year’s giveaways included bike safety vests and spoke lights. A new bicycle was raffled at the end of the morning event.

Suitland: Despite heavy rain that dampened 2014 National Bike to Work Day, seven hearty souls braved the elements and rode their bicycles to work at the Suitland Federal Center on May 16. Dan Wells from Naval Intelligence, who regularly pedals the 12 miles to work, rode in before 6:30 a.m. Jordan Reed, also from Naval Intelligence, came in a little later from Alexandria, Va. Mike Wiley of National Archives, another regular bicycling commuter, made the trip from Washington. Four Census Bureau employees came in by bicycle. Mike Ratcliffe and Andrea Johnson, both from Geography Division, each made it in at different times in the morning. Matthew Key of the American Community Survey Office rode in from Arlington, Va., grabbed a drink, then turned around and went back home to telework. Tom Wandeloski of the Economic Planning Division rode the 4.5 miles from Anacostia Metro Station. Ratcliffe had to find an alternate route because of treacherous conditions near Bladensburg, Md. “My ride took a little longer than usual because I had to detour slightly,” said Ratcliffe, who needed a little over two hours to get to work from Laurel, Md. “A portion of the Northeast Branch bike trail south of Decatur Street was underwater. The current was moving too fast to attempt wading through.”

Four employees from the Transit Office — Sarabeth Rodriguez, Troy Scott, Brenda Nolan and Alex Fernandez — also braved the storm to staff the Suitland pit stop, which was one of 79 regional sites. Rodriguez said that 52 cyclists registered to ride in for Bike to Work Day, 35 of them from the Census Bureau.

Starnard Dandridge of the Transportation Office had tables, chairs and a canopy ready to go. However the volunteers decided to stay in cars rather than sit in the downpour. The Transit Office and Census Cycling Club co-hosted a post-pit stop reception for cyclists, offering coffee, fruit, juice and pastries in appreciation of the employees’ participation in this national event. By midday, the skies cleared, and the Transit Office hosted a lunchtime campus ride featuring seven cyclists.

The Census Bureau’s National Bike to Work Week events featured a “Making Bicycling Safely Work For You” presentation on May 14. Speakers included Sylvia Quinton from the Suitland Farmers Mark Stephen Syphax of the National Park Service, Greg Billing of the Washington Area Bicycling Association, John Epps of the Census Cycling Club, and Francis Grailand Hall of the Administrative and Customer Services Division. Cherry

Kenney of the Administrative and Management Systems Division won the bike raffle sponsored by Snapple through Eurest Services.

The Census Cycling Club had organized five convoys to Suitland, starting from Crystal City, Va.; the Waterfront in Southwest D.C.; Meridian Hill (a park in Northwest D.C.); Brookland (a neighborhood Northeast D.C.); and Laurel on May 16. Each ride was to be led by an experienced bicycle commuter and Census Cycling Club member. More than 16,700 cyclists in the Washington area registered for 2014 Bike to Work Day. The National Capital Region Transportation Planning Board's Commuter Connections program and the Washington Area Bicyclist Association coordinated the Bike to Work Day event. Local and state governments, federal agencies, employers, bicycle retailers, volunteers and transit partners in the District of Columbia, Maryland and Virginia hosted individual pit stops.

"We thank cyclists, sponsors, volunteers, elected officials and dignitaries who came out in the rain to support Bike to Work Day," said Chuck Bean, executive director of the Metropolitan Washington Council of Governments. "The support from all registrants is appreciated and signifies their willingness to adopt a sustainable, low-cost, healthy commuting option." Rodriguez thanked everyone for their support of the event. "We thank cyclists, Office of Naval Intelligence, National Oceanic Atmospheric Administration and the National Archives for promoting the event to their employees," she said. "We thank the Suitland Farmers Market and Matthew James of Eurest Services for all the fruit and drink donations, the ACSD Conference Center and the CWET Shop for their eager support, the graphic artists, Geography Division and IT experts for all their hard work for promotion on campus, the security, safety and facilities office for all the planning time that went into this event as well as Starnard Dandridge of the Transportation Office and the Transit Office for all their tireless efforts to make the event a successful one, despite the downpour."

Takoma Park – Old Takoma – Silgo Creek – Langley Crossroads: Managed by Bruce Sawtelle, the Old Takoma pit stop moved indoors to Takoma Bicycle, across the street from its home at the gazebo in Takoma Urban Park. In spite of weather, 15 of the 52 registrants showed up at Sligo Creek pit stop managed by Erkin Ozberk of the City of Takoma Housing and Community Development Department. The Takoma/Langley Crossroads pit stop was canceled due to weather.

Tyson's Corner: There were 85 registrants for the pit stop. The event was held from 6:30am to 10am.

Vienna: There were 345 registrants for the pit stop. The event was held at the Town Green from 6:30am to 8:30am. Bicycle tune-ups and safety checks were provided by Spokes.

White Oak/FDA: There were 77 registrants for the pit stop. The event was held at the FDA Historic Building from 7am to 9am.

Woodbridge Chin Center: Dan Pittman, pit stop manager at the Chinn Aquatics and Fitness Center managed the pit stop. Despite the bad weather it was nice to see some die-hards still got out and rode. Jim Haugan from Village Skis & Bikes came out again and volunteered his time checking bikes and making any adjustments needed. Also, Panera

once again donated bagels, pastries and coffee. Two volunteers helped man the table of t-shirts and goody bags.

Woodbridge Rippon VRE Station: There were 15 registrants for the pit stop. The event was held from 6am to 9am.

Woodbridge VRE Station: Despite the rain, about 85 bicyclists participated in both Bike to Work Day pit stops. The bicyclists were happy to see the 495 team supporting Bike to Work Day, as some other pit stops had to cancel their participation due to the weather conditions. The 95 Express Lanes team was able to talk to more than 70 VRE riders as they were waiting for the train at the Woodbridge VRE Pit Stop. While many of the VRE riders were not aware of Bike To Work Day, they were pleased to have the team there and appreciated the collateral and giveaways – which included 95 Express brochures and branded bags along with snacks, water bottles and a newsletter produced by the Supervisor’s office. Woodbridge District Supervisor Frank Principi was also a host at the pit stop.

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 the US Department of State with 279 registrants.

Federal Employers

Architect of the Capitol	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 Greenbelt	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
Advisory Board
Airbus Americas
Alion Science & Technology
American Association for the Advancement of Science
American Association of University Women
American Chemical Society
American College of Cardiology
American Councils for International Education
American Geophysical Union
American Institutes for Research
American Psychological Association
American Society of Civil Engineers
American Red Cross
AOL
Amtrak
ASHA
Arnold & Porter
Association of State and Territorial Health
Association of American Medical Colleges
BAE
AT&T
Bechtel
Bloomberg BNA
Boeing
Booz Allen
Bowie Gridley Architects
British Embassy
CA Technologies
Cable News Network
CACI
Capital One
CEB
Center for Clean Air Policy
CFPB
CGI Federal
CH2M HILL
Chemonics International
Children's National Medical Center
Comcast
comScore
Conservation International
CSC
CustomInk
DAI
Defenders of Wildlife
Dell
Deloitte
Deloitte Consulting LLP
Deltak
Dickstein Shapiro
DigitalGlobe
Discovery Communications
DMI
Downtown DC BID
Eastbanc Technologies
Edelman
Embassy of Japan
Esri
Evolent Health
ExxonMobil
Fannie Mae
Finnegan
Freddie Mac
Geico
General Dynamics
Gensler
Hilton Worldwide
HOK
Host Hotels & Resorts
Howard Hughes Medical Institute
HP
Hughes Network Systems
IADB
IBM
ICF International
IDA
International Monetary Fund
Institute for Defense Analysis
Institute for International Education
Institute of Museum and Library Sciences
Inter-American Development Bank
International Finance Corporation
International Food Policy Institute
International Foundation for Electoral Systems
International Relief and Development

International Republican Institute
Jones Lange Lasalle
Kirkland & Ellis LLP
LCPS
Life Technologies
LMI
Management Sciences for Health
Marriott
McChrystal Group
Metron Aviation
Microstrategy
MITRE
Monumental Sports & Entertainment
National Cancer Institute
National Center for Missing and Exploited Children
National Education Association
National Gallery of Art
National Geographic Society
National Science Foundation
Natural Resources Defense Council
NeoNiche Strategies
Northrop Grumman
NPR
Oblon Spivak
Orbital Sciences
Pan American Health Organization
Pew Charitable Trusts
PricewaterhouseCoopers
Qvine
Raytheon
Results for Development Institute
Revolution Cycles
Rockwell Collins
RTI International
SAIC
SCS Engineers
Sierra Club
SmithgroupJJR
Spokes
SRA International
TASC
The Cadmus Group
The Kennedy Center
The Nature Conservancy
The Washington Post
Time Warner Cable
Towers Watson
United Nations Foundation
Verified Carbon Standard Association
Verizon

Jacobs
Kaiser Permanete
Landon IP
League of American Bicyclists
LivingSocial
Lockheed Martin
Mantech
Mathematica Policy Research
McKissack & McKissak
Metropolitan Washington COG
Migration Policy Institute
Monument Bank
National Alliance for Hispanic Health
National Center for Health Statistics
National Endowment for the Arts
National Geographic
National Parks Conservation Association
National Wildlife Federation
Navy Federal Credit Union
Noblis

NRECA
Opower
OTJ Architects
Parsons Brinckerhoff
Population Services International
Public Broadcasting Service
RAND Corporation
Reston Association
Retrofitfitness
Robert Silman Associates
RTC
Sabin Vaccine Institute
Scitor Corporation
Serco
Smart Growth America
Software AG
Sprint
SRI International
Tetra Tech
The JBG Companies
The National Academies
The Urban Institute
Thomson Reuters
Toole Design Group
Union of Concerned Scientists
URS
Verisign
Virginia Hospital Center

Voice of America
Wells Fargo
Westat
WMATA
World Learning
World Wildlife Fund

Universities and Colleges

American University
Galludet University
George Washington University
Marymount University
National Defense University
Strayer University
University of Maryland
Virginia Tech University

WABA
Wegman's
Whole Foods Market
World Bank
World Resources Institute
WRNMMC

Catholic University
George Mason University
Georgetown University
Montgomery College
NOVA Community College
Uniformed Services University
University of Virginia

RADIO ADVERTISING

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

A total of 500 :60 second BTWD radio spots aired for three weeks on DC 101, Hot 99.5 and WBIG, beginning late April.

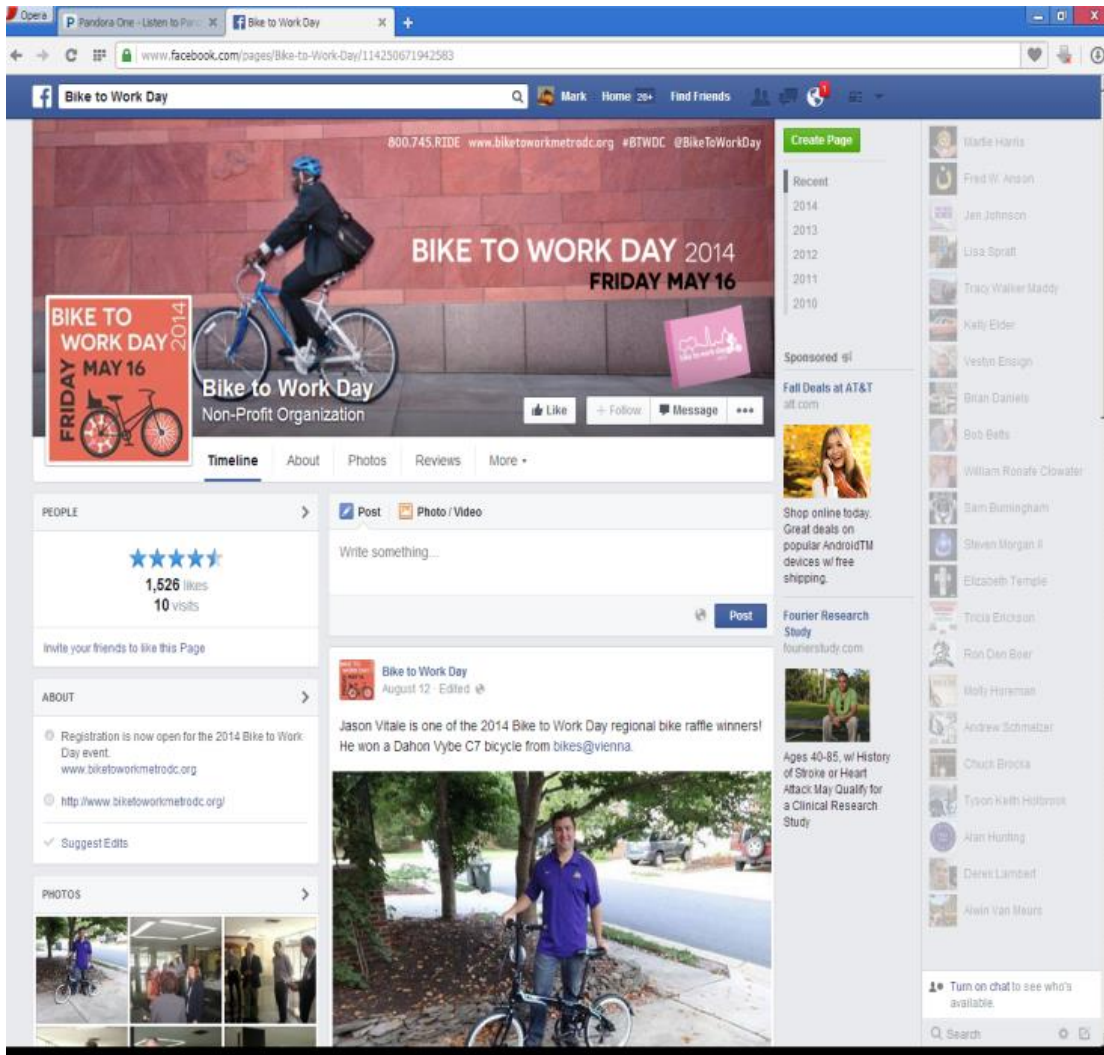


Web Site

The image is a screenshot of the 'Bike to Work Day 2014' website. At the top is a red banner with a bicycle icon on the left, the text 'BIKE TO WORK DAY 2014 FRIDAY MAY 16' in white, and the slogan 'GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.' on the right. Below the banner is a dark navigation bar with links: HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTRATION OPENS MARCH 1, 2014, and SPONSORS. The main content area features a large heading 'Bike to Work Day' and a paragraph describing the event on Friday, May 16, 2014, inviting over 10,000 commuters to participate in pit stops and a raffle. To the right of the text is a photo of a man at a podium with a WABA banner. Below the photo are logos for 'BIKE AND ROLL RENTALS - TOURS' and social media icons for Twitter and Facebook. A pink button reads 'Registration Opens March 1st'. At the bottom, there are six red-bordered boxes with white text: 'Pit Stops', 'Commuter Convoys', 'Find a Ride Buddy', 'Event Poster', 'Sponsors', and 'Increase Bicycling Skills', each with a brief description of the service or resource.

Social Media

Facebook and Twitter were engaged for Bike to Work Day. The Facebook page garnered 1,526 likes. Twitter had a more active involvement in the week immediately preceding the event resulting in a following of just over 1,000 riders. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.



Twitter, Inc. [US] twitter.com/BikeToWorkDay

Home Notifications # Discover Me Search Twitter

Vines Video Compilation App
Check out our new Vine Video App from FVD Downloader Team on Chrome Webstore!
[View App >>](#)
Do not display again

BIKE TO WORK DAY 2014
FRIDAY MAY 16

TWEETS 133 PHOTOS/VIDEOS 7 FOLLOWING 219 FOLLOWERS 1,328 More

Commuter Connections
@BikeToWorkDay FOLLOWS YOU
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
Washington DC
biketoworkmetrodc.org
Joined April 2009

Tweet to Commuter Connections

37 Followers you know

Tweets Tweets and replies

Commuter Connections @BikeToWorkDay · Aug 14
Jason Vitale is one of the 2014 Bike to Work Day regional bike raffle winners! He won a bicycle from @bikevirginia

View more photos and videos

Commuter Connections @BikeToWorkDay · May 19
Patrick Wojahn, Chair, National Capital Region Transportation Planning Board, addresses bicyclists on Bike 2 Work Day

Trends · Change
#GBBO
#RIPMona
Josh Gordon
#Arsenal
#IceBucketChallenge
#Ferguson
Arsenal 1-0 Besiktas
US Open
Under Armour
Xabi Alonso

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PROCLAMATION



Proclamation

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 bicycle commuting; 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 300 stations within the District of Columbia, Alexandria, Arlington, and Montgomery County, 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 12th 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 16, 2014 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

Proclamation Signing



The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 16th, 2014 designating May 16th 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 TPB Member, Patrick Wojahn City of College Park Councilmember.

MARKETING MATERIALS

The Bike To Work Day 2014 marketing materials used included the following items:

Rack cards 3¾ x 8½" (40,000)

Posters 8½" x 11" (35,000, plus 500 were in Spanish)

T-Shirts (12,000)

Banners 8' x 4' for nearly all of the 79 pit stops

The marketing materials used for the 2014 BTWD campaign all carried the same uniform look and feel and were targeted to employers and cyclists throughout the region. The rack cards and poster materials were distributed to employers. The direct e-mail was sent to the 2013 registrants as a reminder.

Vinyl Banner

WOODBIDGE-RIPPON LANDING
VRE Station Parking Area
6:00am to 9:00am

COMUTER CONNECTIONS
WASHINGTON AREA BICYCLIST ASSOCIATION
Marriott
REI
ICF INTERNATIONAL
LOCAL MOTION
CITY OF ALEXANDRIA, VIRGINIA
BicycleSPACE
capital bikeshare
Bike Arlington
WHOLE FOODS MARKET
TWINBROOK
Urban by Nature

2014 **BIKE TO WORK**
FRIDAY MAY 16

Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

Poster

BIKE TO WORK DAY 2014

FRIDAY MAY 16



GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 for free T-shirt* and bike raffles!
 FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.

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



Printed on recycled paper

Register at www.biketoworkmetrodc.org or call 800.745.7433



DÍA DE LA BICICLETA PARA IR AL TRABAJO 2014 **VIERNES 16 DE MAYO**



HAZ TU EJERCICIO ANTES DE ENTRAR A TRABAJAR.

Regístrese previamente antes del 9 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14.000 participantes que se registren.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland y Virginia, y del gobierno federal.

© 2014 MetroDC

Regístrese en www.biketoworkmetrodc.org o llame al 800.745.7433



Rack Card

BIKE TO WORK DAY 2014
FRIDAY MAY 16

Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433


Pre-Register by May 9
for free T-shirt* and
bike raffle!


FREE FOOD, BEVERAGES and
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first 14,000 registrants.

f t 



**GET YOUR WORKOUT BEFORE
YOU GET YOUR WORK IN.**



COMPUTER CONNECTIONS 4 YEARS WASHINGTON AREA BICYCLIST ASSOCIATION Marriott.

REI TWINBROOK Urban by Nature ICF INTERNATIONAL

Bike Arlington LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA capital bikeshare

WHOLE FOODS BicycleSPACE AAA

ExpressLanes 495 BicyclePASS PARKING AND SHARING SOLUTIONS BIKE AND ROLL

THE CAPITAL CRESCENT TRAIL CRYSTALride FAIR LAKES

KIMPTON hotels & restaurants POTOMAC PEDALERS MD * DC * VA BIKES@VIENNA

ABUS Security Tech Germany BROMPTON CHROME

GREEN GURU JAMIS knog.

ORTLIEB WATERPROOF

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

pow

Printed on recycled paper

T-Shirt

The T-Shirt was Salmon color



Media Coverage

BTWD 2014 Print Coverage		
Date	Outlet	Topic linked to URL
2/22/2014	NBC 4 Washington	Bike to Work Day Beckons on May 16
4/3/2014	The Greater Greater Washington	Let's Plan a Bike to Anywhere But Work Day
4/4/2014	Southern Maryland News Net	Bike to Work Day 2014 Registration Opens Marking the Start of Spring
4/10/2014	Alexandria Times	BIKE TO WORK DAY IS JUST A START
4/15/2014	Washington City & Press	Bike To Work Day Registration Now Open
4/15/2014	Arlington's Car-Free Diet	Bike To Work Day 2014 – How to Get to Arlington B2WD Pit Stops
4/19/2014	Prince William Living Magazine	Bike to Work Day is May 19 - Sign Up Today!
4/28/2014	Falls Church News-Press	City of F.C. to Host Bike to Work Day Pit Stop on May 16
4/29/2014	eWallstreeter	Bike to Work Dat Beckons
4/30/2014	REI	College Park REI — Bike to Work Day - Freedom Plaza, DC
4/30/2014	Falls Church News-Press	Local Businesses Sponsoring 'Pit Stop' on Bike to Work Day
5/1/2014	Congress Heights on the Rise	May 16 Bike To Work Day
5/2/2014	TyTran Newsletter	Bike to Work Day - May 16, 2014
5/2/2014	NVDaily	Area cycling enthusiasts push benefits
5/6/2014	Black Tie DC	Bike to Work Day 2014
5/7/2014	Bloomberg Businessweek	If Your Co-Workers Look Sweaty, It's Because Bike Commuting's On the Rise
5/7/2014	Afro American	D.C. Area to Kick Off Bike to Work Week 2014
5/8/2014	Greater Greater Washington	DC bike commuting more than doubled since 2000

5/8/2014	USA Today	Biking to work increases 60% in past decade
5/12/2014	Baltimore Magazine	Friday is National Bike to Work Day
5/13/2014	Bethesda Now	Less Than 1 Percent Of Montgomery Commuters Bike To Work
5/13/2014	Washington Post - Express	Locked and overloaded: D.C.'s bike racks can't keep up with demand
5/13/2014	CSN Washington Comcast Sportsnet	D.C. Struggles to Keep Up With Growing Number of Bikers
5/13/2014	Haymarket Beat	Town of Haymarket Participates in Bike to Work Day
5/14/2014	Mass Transit	DC: Metro Announces Participation in Bike to Work Day May 16
5/14/2014	Christian Science Monitor	How to experience National Bike Month
5/14/2014	The Social Cities	Newport Bike to Work Day 2014
5/14/2014	WTOP 103.5	Bike commuters have their own parking problems
5/14/2014	NoMa	NoMa Celebrates Trifecta of Successes: First Street, Sculpture and Bike to Work Day
5/14/2014	AAA Mid-Atlantic	Bike To Work Day Participation Continues to Exceed Previous Years
5/15/2014	Social Alerts	Bike From Work Day 2014
5/15/2014	WUSA 9	2013 Bike to Work Day in rain or shine
5/15/2014	2M Street	Bike to Work Day in DC
5/16/2014	Washington Post - Express	Handlebar stash: Two Wheel Valet's plans to revolutionize bike parking in D.C.
5/16/2014	Greater Greater Washington	Breakfast links: Le Déluge
5/16/2014	DC Eater	Bike From Home Stops; Year In Cyclist Vs. Motorist Wars
5/16/2014	District Style	HOW TO BIKE TO WORK IN DC
5/16/2014	USDOT	Bike To Work Day celebrates transportation
5/19/2014	Connected Communities	Bike to Work Day Breaks Regional Record: 16,700+ Cyclists Registered to Promote Cycling as a Green Commute Option

5/22/2014	The Connection to your Community	Biking to Work Despite Rain
5/22/2014	The Connection to your Community	Few Roll Through Town
5/23/2014	The Washington Post - Local Transportation	In D.C. suburbs, commuters need their cars, but perhaps not every day
BTWD 2014 Television Coverage		
Date	Outlet	Topic linked to URL
4/9/2014	ABC 7's - News Talk with Bruce Depuyt	Bike to Work Day
4/15/2014	WUSA 9 Timesaver Traffic	Bike to Work Day Registration Now Open
5/16/2014	ABC 7	Bike to Work Day rides on, despite rainstorms
BTWD 2014 Radio Coverage		
Date	Outlet	Topic linked to URL
4/11/2014	930 WFMD Free Talk	Bike to Work Day 2014
5/15/2014	Total Traffic	Sound bites in report above
5/16/2014	WAMU 88.5	What's Missing On Bike To Work Day? Data, Say Advocates
BTWD 2014 Blog Coverage		
Date	Outlet	Topic linked to URL
3/5/2014	Bike Arlington Forum	2014 Bike to Work Day Registration Is Open
3/20/2014	WABA	What is Bike to Work Day?
3/20/2014	WABA	Ladies, Become a Bike to Work Day Pro or Protégé
3/27/2014	The Washington Post - Dr. Gridlock	Register for 2014's Bike to Work Day
3/27/2014	Bike Arlington Forum	Pit Stop Choice?
3/29/2014	Bike Arlington Forum	DC Tour de Cure
3/30/2014	Susie's Budget and Policy Corner	Bike to Work Day May 16

4/3/2014	Bike Arlington Forum	Giving a BTWD Presentation - Info/Resources?
4/9/2014	Bike Arlington Forum	Crystal City Bike to Work Week
4/15/2014	Susie's Budget and Policy Corner	Volunteer for Bike to Work Day
4/15/2014	New Columbia Heights	Bike to Work Day is May 16th; meet next Wednesday to help with the Columbia Heights pit stop!
4/16/2014	Bike Arlington Forum	Arlington Bike to Work Day Video
4/22/2014	WABA	Ride Your Bike for Earth Day & Register for Bike to Work Day
4/25/2014	Bike Arlington Forum	Bike To Work Day Warm Up and Virginia Friday Coffee Club Caravan
4/25/2014	Bike Arlington Forum	Looking for a route/buddy for ride to work day
4/28/2014	Fairfax City Patch	Bike to Work Day 2014: Registration, Pit Stops, Rider Info and More
4/29/2014	Georgetown Patch	Flooding + Tornado Threat, Bear Sighting, Driver Killed, Bike to Work Day, Shots Fired, New Restaurants
5/1/2014	WABA	Happy Bike Month: Do something to celebrate!
5/1/2014	Bike Arlington Forum	T-Shirts This Year!
5/2/2014	Bike and Roll	Top 5 Things We're Looking Forward to in May
5/5/2014	WABA	Bike to Work Day is Friday, May 16th: What to Expect
5/6/2014	Georgetown Patch	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Topix	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Bike Arlington Forum	Annapolis to Laurel, MD Bike Buddy
5/7/2014	WABA	Help grow bicycling by volunteering on May 16
5/7/2014	WABA	Why NOT to register for Bike To Work Day
5/7/2014	Bike Arlington Forum	BTWD Greenbelt/College Park convoys

5/7/2014	Bike Arlington Forum	Arlington Pit Stops- Any volunteers?
5/7/2014	Bike Arlington Forum	Old Town Alexandria to Downtown DC Bicycle Convoys 2014
5/8/2014	TreeHugger	Bike to Work Day season is here. 5 reasons to join the fun!
5/8/2014	The Washington Post - Dr. Gridlock	May 16 named Bike To Work Day
5/8/2014	WABA	US Census: Biking up 60% National, up 255% in Washington, DC
5/8/2014	Bike Arlington Forum	New BikeArlington Water Bottles!
5/8/2014	Bike Arlington Forum	Bethesda to DC BTWD
5/8/2014	Bike Arlington Forum	Hybla Valley/Alexandria to Fairview Park/Falls Church - BTWD
5/9/2014	WABA	Go Intermodal this Bike to Work Day
5/10/2014	Bike Arlington Forum	Ashburn to fairview park, falls church
5/12/2014	NPR the two-way	More Cyclists Can Now Call AAA For Help
5/12/2014	WABA	Curbs Coming to DC's Cycle Tracks
5/12/2014	Washingtonian	Friday Is Bike to Work Day
5/12/2014	DCist.com	Here Is Your Bike To Work Day Pit Stop Map
5/12/2014	Bike Arlington Forum	Lets hope the weather forecast is wrong...
5/13/2014	WABA	Become a WABA Member this Bike to Work Day
5/13/2014	WABA	Take a Trail this Bike to Work Day
5/13/2014	Bike Arlington Forum	my bike to work day plans
5/13/2014	Roadbike Review Forum	Bike to Work Day Here in DC
5/14/2014	WABA	Preparing for a Rainy Bike to Work Day
5/14/2014	WABA	Ride With a Convoy this Bike to Work Day

5/14/2014	WABA	Be an Advocate at Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	D.C. has a new parking problem
5/14/2014	Roll Call	#TBT: Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	Share your Bike to Work Day experiences
5/15/2014	The Washington Post - Capitol Weather Gang	It rains on D.C.'s "Bike to Work" day a disproportionate amount
5/15/2014	The Washington Post - The Reliable Source	Labor chief Tom Perez bikes to work (in a Nats shirt)
5/15/2014	The Washington Post - Dr. Gridlock	How drivers can share streets with cyclists
5/15/2014	The Washington Post - Dr. Gridlock	Your last-minute guide to Bike to Work Day
5/15/2014	Red Brick Town	Thursday Headlines – Bike to Work Day Guide, Bike Parking, and More
5/15/2014	Department of Labor	I want to ride my bicycle; I want to ride my bike
5/16/2014	dcist	Morning Roundup: Now Edition
5/16/2014	Washington Post - Local	Bike to Work Day? More like, everyday
5/16/2014	Candy Sandwich	Bike to Work Day
5/16/2014	Washington City Paper - City Desk	District Line Daily: Bike to Work Wet Day
5/16/2014	Street Blogs USA	Sec. Foxx Braves the Rain for Bike to Work Day
5/16/2014	DCist.com	Heavy Rains Basically Screwed Up Everything For The D.C. Region (UPDATE)
5/16/2014	Topix - Georgetown	Bike to Work Day Happy Hour
5/16/2014	U.S. Navy JAG Corps	Bike to Work Day!
5/16/2014	The Wash Cycle	Did you hear? It's Bike to Work Day
5/16/2014	DIP Note	Two Wheeled Diplomacy: Celebrating Bike to Work Day
5/16/2014	Red Brick Town	Friday Headlines – Flooding, Godzilla, Bike to Work Day, and More

5/16/2014	Tumblr - Today's Document	Today's Document
5/17/2014	Roadbike Review Forum	2014 DC Bike to Work Day Report
5/19/2014	DCist.com	More Than 16,700 People Registered For Bike To Work Day

PHOTOS

Capitol Hill



Columbia Heights



Freedom Plaza



Georgetown Waterfront



National Geographic



NoMa



Bethesda



Bowie



College Park



Frederick



Greenbelt



Indian Head



North Bethesda



Silver Spring



Suitland



Takoma Park



Alexandria Old Town



Arlington Ballston



Arlington Columbia Pike



Arlington Rosslyn



Leesburg



Manassas - George Mason University



Manassas – Kelly Leadership Center



McLean



Reston



Rippon Landing



Springfield



Sterling



Woodbridge Chinn Center



**Bike to Work Day 2014 Steering Committee
Metropolitan Washington Council of Governments**





FRIDAY MAY 9TH

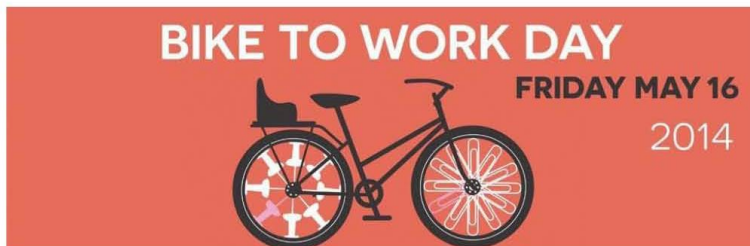
BIKE TO WORK DAY

PRE-REGISTRATION PARTY

**A PARTY TO CELEBRATE BICYCLE FRIENDLY
FREDERICK!**

Join over 10,000 area commuters on Bike To Work Day for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend Frederick's pit stop at the Transit Center on South East Street to receive refreshments and be entered into a raffle for a free bicycle from The Bicycle Escape!

Learn more at: www.biketoworkmetrodc.org!



**REGISTER FOR BIKE
TO WORK DAY!**

**FREE BICYCLE
TUNE-UPS!**

**PICK UP YOUR T-
SHIRT!**

**FREE FOOD &
REFRESHMENTS!**

TRANSIT



The Bicycle Escape



YOGI @ CASTLE

MADRONES



**CLEMSON CORNER
SHOPPING CENTER**

The Bicycle Escape
7820 Worman's Mill Rd.
Frederick, MD 21701

www.thebicyclescape.com

301-663-0007

5:30PM-8:30PM | 05.09.14