

Bike to Work Day 2005
Washington DC Metropolitan Region
January 17, 2006



Prepared By:
Commuter Connections
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002

Final Report

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ACKNOWLEDGEMENTS

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

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

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
Mark Hersey Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Eric Gilliland Maggie Thompson

The Public Relations Activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Steve Kania with assistance by Eric Gilliland at the Washington Area Bicyclists Association.

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2005 a success.

BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region with a main rallying point or Pit Stop in downtown DC. This event has been coordinated by the Washington Area Bicyclists Association (WABA) for over a decade. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day 2001 Steering Committee to examine the feasibility of adding additional Bike To Work Day Pit Stops or rallying points throughout the region, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown by at least 1,000 participants every year.

For the fifth year in a row, Bike to Work Day planning began in the fall of 2004 for the 2005 May 20th event. The Steering Committee's goal for the event was 5,000 registrants. Three Pit Stops were not part of the event this year: Crystal City, Summit Hills in Silver Spring and Gaithersburg, but a new Pit Stop was added in La Plata, Maryland. There were a total of 18 Pit Stops.

Overall the May 20, 2005 event generated over 4,836 registrants, but due to the rain only about one-third participated. The breakdown of registrants by pit stop was:

1. Alexandria – 432
2. AOL-Dulles – 131
3. Arlington – 762
4. Bethesda – 435
5. Bowie – 45
6. College Park – 96
7. Fairfax – 91
8. Frederick - 25
9. Freedom Plaza (DC) – 1,307
10. La Plata – 2
11. Leesburg – 116
12. North Bethesda – 150
13. Reston – 365
14. Rockville Courthouse – 97
15. Rockville Falls Grove – 63
16. Silver Spring – 328
17. Sterling-Orbital – 132
18. Vienna – 263

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$12,500 in sponsorship fees that went towards the overall regional marketing efforts.

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

- Promoting the event through WABA's 3,000 cyclists' e-mail contact list.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site for route information.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections.
- A radio media campaign.
- Outreach to employers through a direct mail marketing campaign.
- A newsletter article geared towards employers in the Commuter Connections newsletter.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all 18 rallying points.

In addition, 22 bicycling routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclists Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 35% from 2001 to 2005. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

COLLATERAL MATERIAL

The Bike To Work Day 2005 collateral materials used included the following items:

Rack Postcards 3¾ x 8½" (50,000)
Posters 8½" x 11" (20,000)
Street Banners 4 x 8' (10 Pit Stops)
T-Shirts (5,000)
Water Bottles (5,000)
E-mail marketing message to previous year participants
Web Site

The marketing materials used for the 2005 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The postcards and posters materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2004 registrants as a reminder. In addition, posters were sent in conjunction with a direct mail piece to 5,000 employers that highlighted the May 20th event. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections also designed and maintained a web site for information and registration links to the WABA site.

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

The Metropolitan Washington Transportation Planning Board issued a regional proclamation on April 20, 2005 for Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and national Bike Month.

SPONSORSHIPS

The Bike To Work Day Steering Committee solicited both monetary and in-kind sponsorships from a variety of companies in the metropolitan region. Sponsorship levels for the event included four categories. The categories and associated benefits were as follows:

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

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

*Due to a sponsorship shortage, the Gold and Silver sponsors were elevated up one partnership level for the 2005 event.

EVENT PIT STOPS, CONVOYS, AND PRIZE DRAWINGS

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

Alexandria: The Alexandria pit stop located at City Hall’s Market Square, welcomed over 150 bicyclists who braved the weather on Bike to Work day 2005. Even under chilly and wet conditions, the event was successful thanks to information displays, food, hot coffee, great prizes, and terrific volunteers. The total number of registrants this year hit an all time high of over 420 for the event. Several prizes were distributed at the event and for those that were not present to win, all were contacted and most picked up their prize at a later date. In addition to the free food, t-shirts, water bottles, and information, participants also received reflective stickers, leg bands, sincere thanks and a few words from City Councilman Rob Krupicka and Vice Mayor Dell Pepper. Media for the event included an article in the Alexandria Gazette prior to the event and on Bike to Workday the Washington Times sent a photographer out, and News Channel 9 had a cameraperson present.

AOL: Over 80 people attended the event and food and water were provided along with prizes from A-1 Cycling.

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

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

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

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

To draw participation to the Bethesda event, several street banners were hung at strategic locations throughout the area; posters were placed on community bulletin boards throughout downtown Bethesda and distributed during various community events; e-mails

& letters were sent to Bethesda employers along with the Bike Spirit Award nomination forms; articles appeared in several Bethesda Transportation Services newsletters leading up to the event, and BTWD information was placed on the BTS web site with a link to WABA registration and to sponsor web sites.

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

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

DC Freedom Plaza: In spite of heavy rain, over 1,000 area cyclists took part in the Washington DC Pit Stop. The Pit stop was sponsored by WABA and Commuter Connections and the prize raffle was emceed by City Bikes who also provided the majority of the prizes. News Channel 4 and ABC-7 had camera crews covering the Freedom Plaza Pit Stop. Chimano also had 50 bicycles for the prize winners of the "Bike Town USA" contest at the event. Other sponsors included ZipCar, DC Lung Association, and Drink More Water. Dignitaries included Council of Government's Executive Director, Dave Robertson, DC Delegate Eleanor Holmes Norton, and Rolando Andrewyn of the DC Lung Association.

Fairfax County Government Center: The Center had 31 participants who attended the event and were greeted by Fairfax County Board of Supervisor's Chairman, Gerald Connolly. Caribou Coffee provided warm drinks, Wegmans provided bagels, and REI provided bike tune-ups and water bottles. The Pit Stop also gave out prizes to winners of the "Longest Ride", and "Most Unusual Bike". The winners received baskets from Trader Joe's.

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

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

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

NIH: NIH had a solid turn out, considering the rain. A total of 35 cyclists, including three bicyclists who had never ridden before participated. This year an abundance of food was secured including bagels and fruit. Six group rides were organized, but quite a few of those who registered for the group rides were turned away by the weather. A makeup event was held on the following Friday and there was still some left over edible food available.

Reston: Despite a steady rain, approximately 150 cyclists rode to the Reston Town Center Equity Pavilion to celebrate Reston's fourth annual Bike to Work Day. They were treated to food donated by Great Harvest Bread and Whole Foods Market, coffee donated by Greenberry's Coffee and Tea Company, and bottled water from the Virginia Department of Transportation. A-1 Cycling was present to check over bicycles and give advice to cyclists.

Supervisor Hudgins greeted the cyclists and discussed the many benefits of bicycling to work. She pledged her support for providing better facilities in the county. Jennifer Blackwell, President at-large of the Reston Association Board, and Donna Miller, Greater Reston Chamber of Commerce Chairman, also addressed the crowd.

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

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

Silver Spring: Over 150 bikers braved the weather and participated in BTWD at the Silver Spring Pit Stop. Despite the wet conditions, the event was successful event with good food and prizes. Discovery Communications hosted the event. The Pit Stop had a radio celebrity, "TC" from WHUR who called in to the morning radio show with updates from the Silver Spring location. Guest speakers were: Tom Perez of the Montgomery County Council, Michael Jackson, Director, Pedestrian & Bicycle Safety Maryland DOT, George Rice from the Metropolitan Washington Council of Governments, Tom Collins Atlantech Online and President of the Greater Silver Spring Chamber of Commerce, Rob Padgette

Silver Spring TMD Advisory Committee, and Chuck Kines with the M-NCPPC. Bicycle checks were performed by The Bicycle Place and the Montgomery County Police were present to register cyclists. Music was provided by JR Entertainment. Total registrations increased by over 60 percent with 320 registered bicyclists for the 2005 event. A lucky Silver Spring commuter was the winner of the grand prize TREK 7300 bicycle.

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

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

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

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

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

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

EMPLOYER PARTICIPATION

The following Employers had employees participating in the event:

*The winner of the Employer Challenge for a free Lunch was AOL, for the largest number of registrants (131) for the event.

Federal Employers

Bureau of Labor Statistics
Equal Employment Opportunity Commission
Federal Aviation Administration
Federal Communications Commission
Federal Election Commission
Federal Highway Administration
Federal Trade Commission
Foreign Service Institute
General Services Administration
Internal Revenue Service
Library of Congress
National Archives
National Capitol Planning Commission
National Institutes of Health
National Labor Relations Board
National Park Service
National Zoological Park
Office of Management and Budget
Securities and Exchange Commission
Smithsonian Institution
US Air Force
US Army
US Coast Guard
US Department of Agriculture
US Department of Commerce
US Department of Customs
US Department of Energy
US Department of Health and Human Services
US Department of Homeland Security
US Department of Justice
US Department of Labor
US Department of the Interior
US Department of Transportation
US Environmental Protection Agency
US Government Printing Office
US House of Representatives
US Housing and Urban Development

US Navy
US Patent and Trademark Office
US Peace Corps
US Postal Service
US Senate
USAID

State and Local Governments

Arlington County
Charles County
City of Alexandria
City of Bowie
City of College Park
City of Falls Church
City of Frederick
City of Gaithersburg
City of Leesburg
City of Rockville
City of Vienna
DC Council
Fairfax County
Frederick County
Loudoun County
Montgomery County
Prince George's County

Private/Non-Profit Sector Employers

America Online (AOL)
Arnold & Porter
Baker Botts
Cable News Network
Congressional Quarterly
DC Bicycle Courier Association
Digital Paper Corporation
Downtown DC BID
EDAW
Fox 5
Friends of the Earth
International Monetary Fund
Linowes & Blocher
League of American Bicyclists
MCI World Com
Metropolitan Washington Council of Governments
NBC4
Orbital Sciences
PEPCO

Public Broadcasting Service
Quest Diagnostics
Qwest Communications
Rails to Trails Conservancy
RAND Corporation
Raytheon
Smith Barney
Social & Scientific Systems
Suburban Hospital
U.S. News & World Report
Wilmer, Cutler and Pickering
World Bank

RADIO ADVERTISING & MEDIA COVERAGE

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

Radio Buy

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

Media Coverage

The event received very positive coverage from the local media. WTOP-AM covered the event in Alexandria and Silver Spring. Fox5 News, News Channel 8, WJLA Channel 7, NBC4, and WUSA Channel 9 all covered the event at various Pit Stops. The DC Examiner also covered the event prior to May 20th and after as well.

Bike to Work Day 2005 PSA's

10 second

Friday May 20th is Bike to Work Day! Join thousands of commuters at 18 area celebrations for a free t-shirt, bike raffle, and other giveaways. Register at www.WABA.ORG *(announcer spell out url)*

15 second

Friday May 20th is Bike to Work Day! Join thousands of fellow commuters at 18 area celebrations for a free t-shirt, bike raffle, and lots of other great giveaways. Register for this free event at www.WABA.ORG *(announcer spell out url)*

20 second

Friday May 20th is Bike to Work Day! Join thousands of fellow commuters at 18 area celebrations for a free t-shirt, bike raffle, and lots of other great giveaways. Ride with experienced bicyclists in commuter convoys. Register online for this free event at www.waba.org *(announcer say web site the first time - it rhymes with the band ABBA; then repeat url but spell out the 2nd time)* that's www.WABA.ORG



<Date>

<Contact>

<Entity>

<Address>

Dear <contact>:

I am writing to invite you to participate in the Washington region's biggest Bike to Work Day event ever. This year, the Metropolitan Washington Council of Governments (COG) and the Washington Area Bicyclist Association (WABA) are co-sponsoring "Bike To Work Day 2005" with a rally at downtown Washington D.C.'s Freedom Plaza and Pit Stops in Alexandria, Arlington, Bethesda, North Bethesda, Bowie, Fairfax County Government Center, Vienna, Crystal City, Frederick, Reston Town Center, Rockville, Leesburg, Silver Spring and other locations on May 20, 2005.

We think that this event will be an important one for the region, highlighting the benefits of biking to work as a viable commute option. We need your help to make this one of the biggest Washington area cycling events ever. Please join us as a Platinum, Gold, Silver or Bronze partner. Each of these partnerships levels offers exciting opportunities to let the commuting public know that you are doing your part to ease traffic congestion, improve air quality, and promote healthful living in the region.

- **Platinum Partnership \$10,000**
Mention in radio ads, logo on T-shirts, banners, brochure, electronic invitation, and employer mailing; print ads local media, link to your web site from Bike to Work web page
- **Gold Partnership \$5,000**
Logo on brochure, web site, electronic invitation, employer mailing, and print ads in local media,
- **Silver Partnership \$2,500**
Logo on brochure, web site, electronic invitation and employer mailing
- **Bronze Partnership \$1,000**
Logo on brochure, web site

We are expecting to draw about 5,000 participants throughout the region. The Freedom Plaza location, which has been in place for more than 10 years, will be just one of the centerpieces of the day. The region's top elected officials will also be invited to participate. We expect to heavily promote Bike to Work Day through radio and print advertisements leading up to the event.

Please consider partnering with us and return the enclosed sponsor declaration by February 20, 2005. We will be contacting you in the coming days to discuss these exciting partnership opportunities in more detail. You can contact Mark Hersey at 202-962-3383 or mhersey@mwcog.org with any questions.

Sincerely,

Nicholas W. Ramfos
Chief, Alternative Commute Programs



Please check one of the following:

PLATINUM PARTNERSHIP \$10,000

Logo on T-shirts, banners, brochures, electronic invitation, and employer mailing; print ads in local media, mention in radio ads, link to your website from Bike to Work website

GOLD PARTNERSHIP \$5,000

Logo on brochure, electronic invitation, employer mailing, and print ads in regional and local media

SILVER PARTNERSHIP \$2,500

Logo on brochure, employer mailing, and electronic invitation

**BRONZE PARTNERSHIP \$1,000
AND IN-KIND DONATIONS**

Donation: _____

Logo on brochure, website

Company/
Organization: _____
Staff _____
Contact: _____
Address: _____
E-Mail: _____
Fax: _____ Phone: _____
Web site: _____
Authorization to Use Company Name and Logo:
Name: _____
Title: _____
Signature _____
Date: _____

Please make checks payable to the Metropolitan Washington Council of Governments and mail to 777 N. Capitol Street, Suite 300, Washington DC 20002, ATTN: Mark Hersey. Also, forward your company's logo to mhersey@mwkog.org. Contact Mr. Hersey at 202-962-3383 with any questions.



Please return by February 20, 2005.

April 20, 2005
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002-4239
PROCLAMATION ESTABLISHING MAY 20, 2005 AS
BIKE TO WORK DAY IN THE METROPOLITAN WASHINGTON REGION

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

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

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

WHEREAS, the National Capital Region Transportation Planning Board through its Commuter Connections program is implementing a regional Employer Outreach for Bicycling project; and

WHEREAS, the month of May is “Clean Air Month” to promote air quality, and May is also “National Bike Month” to promote the bicycle as a means of transportation and recreation,

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

Proclaims Friday, May 20, 2005 as Bike To Work Day 2005 throughout the Washington metropolitan region; and

Encourages TPB member jurisdictions to adopt similar proclamations and support the event.

PIT STOPS

ALEXANDRIA • ARLINGTON • BETHESDA • BOWIE • COLLEGE PARK • DISTRICT OF COLUMBIA • DULLES • FREDERICK • FAIRFAX • LA PLATA • LEESBURG • NORTH BETHESDA • RESTON • ROCKVILLE • SILVER SPRING • STERLING • VIENNA

Visit www.waba.org for specific pit stop locations and times.

Pick up your free T-Shirt*, complimentary snack, free giveaways and more at one of these convenient gathering points on your way to work.

BIKE TO WORK DAY 2005

FRIDAY MAY 20



Fun, Food and Prizes!

PRE-REGISTER BY MAY 14

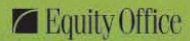
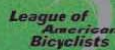
WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued at \$1,000, donated by City Bikes.

Register today at www.waba.org or (202) 628-2500

Sponsors



bikes@vienna



*T-Shirt supplies are limited.

BIKE TO WORK DAY

BIKE TO WORK DAY FRIDAY MAY 20

2005
FRIDAY MAY 20



PIT STOPS

ALEXANDRIA • ARLINGTON • BETHESDA
BOWIE • COLLEGE PARK
DISTRICT OF COLUMBIA • DULLES
FREDERICK • FAIRFAX
LA PLATA • LEESBURG
NORTH BETHESDA • RESTON • ROCKVILLE
SILVER SPRING • STERLING • VIENNA

Visit www.waba.org for specific pit stop locations and times.

Pick up your free T-Shirt*, complimentary snack, free giveaways and more at one of these convenient gathering points on your way to work.

Fun, Food and Prizes!

PRE-REGISTER BY MAY 14

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued at \$1,000, donated by City Bikes.

Register today at www.waba.org or
(202) 628-2500

*T-Shirt supplies are limited.

GEAR UP FOR BIKE TO WORK DAY - FUN, FOOD AND PRIZES!

Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.

JOIN A COMMUTER CONVOY

Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit www.waba.org.

GUARANTEED RIDE HOME

Use any form of alternative commuting (including bicycling) at least twice a week, and you're eligible for the free Guaranteed Ride Home program. Visit www.commuterconnections.org to register and for requirements & guidelines.



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Bike to Work Day 2005

FRIDAY MAY 20

PIT STOPS

ALEXANDRIA • ARLINGTON • BETHESDA • BOWIE • COLLEGE PARK
DISTRICT OF COLUMBIA • DULLES • FREDERICK • FAIRFAX
LA PLATA • LEESBURG • NORTH BETHESDA • RESTON
ROCKVILLE • SILVER SPRING • STERLING • VIENNA



We'll Get You Home. Guaranteed.



bikes@vienna

A-1 CYCLING • THE DELTA SOURCE
LINOWES AND BLOCHER LLP • REI

JOIN US FOR

BIKE TO WORK DAY

FRIDAY MAY 20

REGISTER TODAY AT WWW.WABA.ORG OR (202) 628-2500



FREEDOM PLAZA
(14th & Pennsylvania)
8:00 TO 9:00 A.M.

Bike to Work Day

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

