

# Bike to Work Day 2013 Washington DC Metropolitan Region

September 11, 2013



Prepared By:  
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Metropolitan Washington Council of Governments  
National Capitol Region Transportation Planning Board  
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## Draft Event Report

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## ACKNOWLEDGEMENTS

The 2013 Metropolitan Washington Bike To Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

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Kristen Barden	Adams Morgan Business Improvement District
Greg Billing	Washington Area Bicyclist Association
Diane Bolton	National Institutes of Health
John Campanile	Private Citizen
Jack Carlile	U.S. Food and Drug Administration
Pierce Coffee	Transurban
Dotty Dalphon	Frederick County TransIT
Rachel Davis	NoMa Business Improvement District
Mirza Donegan	North Bethesda Transportation Center
Chris Eatough	Bike Arlington
Jay Ellington	Prince William County Park Authority
Lisa Finkelstein	National Institutes of Health
Judy Galen	Loudoun County
Debbie Haight	Historic Manassas, Inc.
David Hartford	Oasis Bike Works
Dan Hayes	University of Maryland
Jeffrey Hermann	Fairfax County
Rick Holt	Prince William Trails and Streams Coalition, and GMU
Carol Kachadoorian	Toole Design Group
Tim Kelley	Bike Arlington
Erik Kugler	BicycleSPACE
Elaine Lancaster	Tri-County Council for Southern Maryland
Steve Lovejoy	Booz Allen Hamilton
Robert Mandle	Crystal City Business Improvement District
Nancy-Jo Manney	Springfield Chamber of Commerce
Kelly Maslar	Capitol Hill Business Improvement District
Anna McLaughlin	District Department of Transportation
Nohemy Miranda	Fairfax County
Meradyth Moore	Golden Triangle Business Improvement District
Sam Oji	Montgomery County Commuter Services
Gabriel Ortiz	City of Alexandria
Jeff Palmer	Spokes Etc.
Rachel Porter	Bethesda Transportation Solutions
Frank Principi	Prince William County
Cindy Roeder	Town of Herndon
Claire Schaefer	Capitol Riverfront Business Improvement District
Fred Shaffer	Maryland-National Capital Park and Planning Commission
Frank Stevens	City of Bowie
Joe Stratton	United States Coast Guard
Charlie Strunk	Fairfax County
Gene Swearingen	Town of Haymarket
Wendy Tompkins	National Naval Medical Center
Rebecca Torma	City of Rockville
Elisa Vitale	College Park Maryland
Sheila Wilson	Montgomery County Commuter Services

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Jim Young

Prince William County Park Authority  
Marriott International

**Metropolitan Washington Council of Governments (COG) staff included:**

Nicholas Ramfos    Douglas Franklin  
Mark Hersey        Michael Farrell

**Washington Area Bicyclists Association (WABA) staff included:**

Shane Farthing     Greg Billing

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

Kristin Halderman

**Virginia Department of Transportation**

**Maryland Department of Transportation**

**District Department of Transportation**

For their continued funding support of the Commuter Connections work programs

The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments with assistance by the Washington Area Bicyclist Association. Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2013 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 or rallying points throughout the region in 2001, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown with more participants signing up every year.

For the ninth year in a row, Bike to Work Day planning began in the fall of 2012 for the 2013 May 17<sup>th</sup> event. The Steering Committee's goal for the event was set at 10,000.

Overall the May 17, 2013 event generated 14,573 registrants from 76 pit stops. The approximate breakdown of registrants by pit stop was:

<b>Pit Stop Name</b>	<b># Registrants</b>
DC - Adams Morgan Total	435
DC - Anacostia Total	37
DC - Buzzard Point-U.S. Coast Guard HQ Total	74
DC - Capitol Hill at Eastern Market Total	365
DC - Capitol Riverfront at Canal Park Total	229
DC - Columbia Heights Total	324
DC - Edgewood Total	40
DC - Freedom Plaza Total	917
DC - Georgetown Total	332
DC - Golden Triangle, Farragut Square Total	321
DC - Golden Triangle, L Street Total	228
DC - Golden Triangle, Murrow Park Total	89
DC - Mt. Vernon Triangle Total	304
DC - National Geographic Total	396
DC - NoMa Total	364
MD - Bethesda - Downtown Total	708
MD - Bowie Old Town Total	31
MD - Bowie Town Center Total	56
MD - Capitol Heights Total	17
MD - Cheverly Metro Station Total	15
MD - College Park - City Hall Total	139
MD - FDA White Oak Total	51

MD - Frederick Total	297
MD - Friendship Heights Total	75
MD - Gaithersburg Total	99
MD - Greenbelt Total	90
MD - Hyattsville - Magruder Park Total	106
MD - Indian Head Total	64
MD - National Institutes of Health Bldg One Total	477
MD - Naval Support Activity Bethesda Total	184
MD - North Bethesda - Nuclear Regulatory Commission Total	197
MD - Oxon Hill Total	66
MD - Rock Springs Business Park Total	118
MD - Rockville - Fallsgrove Total	219
MD - Rockville - Rockville Town Center Total	191
MD - Rockville – Tower Oaks/Wootton Total	41
MD - Rockville - Twinbrook Total	112
MD - Silver Spring - Discovery Place Total	314
MD - Silver Spring - East/West Hwy Total	62
MD - Takoma Park - Downtown/Old Takoma Total	149
MD - Takoma Park - Silgo Creek Trail Total	57
MD - Takoma/Langley Crossroads Total	4
MD - West Hyattsville Metro Station Total	23
VA - Alexandria - Carlyle Total	221
VA - Alexandria - Mark Center Total	124
VA - Alexandria - Old Town Total	621
VA - Arlington - Ballston Total	571
VA - Arlington - Crystal City Water Park Total	537
VA - Arlington - East Falls Church Total	142
VA - Arlington - Rosslyn Total	966
VA - Burke VRE Station Total	56
VA - Dumfries Total	11
VA - Fairfax City Downtown Total	78
VA - Fairfax Corner Total	136
VA - Falls Church Total	262
VA - Haymarket Total	9
VA - Herndon Total	303
VA - Leesburg Total	277
VA - Manassas - George Mason University Total	44

VA - Manassas - Kelly Leadership Center Total	21
VA - Manassas - VRE Station Total	45
VA - Merrifield - Mosaic District Total	40
VA - Merrifield - W&OD Trail Total	149
VA - Mt. Vernon - Collingwood Park Total	32
VA - Reston Total	478
VA - Rippon Landing VRE Station Total	10
VA - Springfield/Metro Park at Walker Lane Total	99
VA - Sterling Total	423
VA - Tysons Corner Center Total	83
VA - Vienna Total	361
VA - Woodbridge - Chinn Center Total	40
VA - Woodbridge - VRE Total	17

\*Some registrants entered more than one pit stop on their itinerary.

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$48,550 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2013, 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 WABA's site.
- A radio and print media campaign by Commuter Connections.
- Outreach to employers through a direct mail marketing and email campaign by Commuter Connections.
- An article geared towards employers in the Commuter Connections newsletter.
- Local marketing efforts by the various pit stop managers.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- Banners designed and printed by Commuter Connections.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments Public Affairs Office, Commuter Connections and WABA
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through City Bikes and BicycleSPACE.

In addition, 28 bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and other giveaways. Many Pit Stops had other activities for bicyclists and are described later in this report. The

convoy routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclist Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 30% from 2001 to 2011. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

In the Fiscal Year 2006 Commuter Connections Work Program, the Bike to Work Day Event was given a line item for the Commuter Connections budget. Commuter Connections is funded by the District of Columbia Department of Transportation and the Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation.





# Bike to Work Day 2013 Regional Sponsorship Declaration

Please Return by December 31, 2012

Please check one of the following Sponsor Levels:

	Cash	In-Kind
<b>GOLD SPONSOR LEVEL            \$7,000</b> <i>Mentioned as major sponsor on approximately            75 Radio ads, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SILVER SPONSOR LEVEL        \$4,000</b> <i>Logo on 12,000 T-Shirts plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BRONZE SPONSOR LEVEL      \$1,000</b> <i>Logo on Website and 70,000 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: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to the **Metropolitan Washington Council of Governments**  
 777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to [dfranklin@mwcog.org](mailto:dfranklin@mwcog.org) in a high resolution format for quality reproduction by January 31, 2013. Preferred format is eps. Fax signed form to (202) 962-3203, or e-mail it to [dfranklin@mwcog.org](mailto:dfranklin@mwcog.org). Contact Doug at (202) 962-3792 with any questions.



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

## **SPONSORSHIPS**

Commuter Connections gained both monetary and in-kind sponsorships from a variety of organizations in the Washington metropolitan region. The following is a list of sponsors who graciously donated to the Bike to Work Day 2013 event:

### **Top Level Sponsors:**

- BicycleSPACE
- Bike Arlington
- Capital Bikeshare
- City Bikes
- Commuter Connections
- goDCgo
- ICF International
- Local Motion Alexandria
- Marriott
- Twinbrook by Nature
- WABA
- Whole Foods

### **Other regional sponsors:**

- 495 Express Lanes
- AAA
- Abus
- BicyclePass
- Bike and Roll
- Bikes@Vienna
- Coalition Capital Crescent Trail
- COG
- CRYSTALride
- DigitalGlobe
- Green Guru
- Jamis
- Knog
- Portland Design Works
- Potomac Pedalers
- Timbuk 2

## HIGHLIGHTS FROM AREA PIT-STOPS

**Adams Morgan:** Need write-up

**Alexandria – Carlyle:** Need write-up

**Alexandria – Mark Center:** Need write-up

**Alexandria - Old Town:** 2013 the City of Alexandria had 576 Bike to Work Day registrants, many of which showed up on the day of the event. In addition to bikers, the City had 12 City employees volunteer to help sign in bikers and help out the over 15 exhibitors that came to promote their products, services and organizations. The weather for the event could have not been any better as bikers enjoyed food and snacks from MOM's Organic market, coffee from St. Elmo's Café, and great freebies from other exhibitors. Bikers were also treated to over 22 donated raffle prizes that were raffled off about 15 minutes. Prizes ranged from passes for the Potomac Riverboat, tune-ups from Bike and Roll and Bicycle Pro Shops to a weekend stay at the luxurious Hotel Monaco. We were lucky to have Mayor Euille attend the event and address the crowd on the benefits of biking. Below is a listing of all Exhibitors and Donators:

### Exhibitors

Bicycle Pro Shop	Bike and Roll
BPAC*	Bruegger's
Eco City	Local Motion
Spokes	St. Elmo's
Team In Training-Leukemia and Lymphoma Society*	
Velocity*	Wheel Nuts

### Donated Raffle Prize

Potomac Riverboat Company	Bicycle Pro Shop
Wheel Nuts	Bike and Roll
Spokes	Velocity

**Anacostia:** need write-up

**Arlington – East Falls Church:** Need write-up

**Arlington – Rosslyn and Ballston:** Bike to Work Day 2013 was another great success. The weather was beautiful and there was a great turn out for the Rosslyn and Ballston pit stops and for the first time ever, the Rosslyn stop had the most registrations of any stop in the region! There were 965 registered riders for Rosslyn and 571 registered riders for the newer stop at Ballston.

The Rosslyn pit stop was again held at Gateway Park at the Ballston pit stop was held at Freshbikes bike shop. Radio station DC101 played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. An instant winner raffle/giveaway was implemented again this year with prizes for each cyclist. In addition to small prizes for everyone, more than 125 medium prizes valued at \$10-\$30 and 50 large prizes valued at \$30-\$75 were given out between both pit stops. The grand prize at both

Rosslyn and Ballston was a brand new bike, which riders were automatically entered for a chance to win by signing up.

Refreshments included bagels and coffee from Java Shack, bananas from Whole Foods, and granola bars. Unicyclists dressed as Elvis and Michael Jackson entertained the crowd throughout the morning. Sign spinners directed cyclists to the pit stops. In attendance at Rosslyn was Arlington County Board member Walter Tejada who spoke on Arlington PAL program and bicycle friendliness. Ballston was graced by the presence of Arlington County Board member Jay Fiset.

Partner organizations on hand included, ACCOR, Arlington's Car Free Diet, Arlington County Police Department, the Arlington Initiative to Reduce Emissions, American Diabetes Association, Arlington Bicycle Advisory Committee, Arlington Transportation Partners, Ballston BID, Best Buddies, Car2Go, Chick-fil-a, Freshbikes, Kasper's Kargos, KIND, Kona Kase, Leukemia & Lymphoma Society, National MS Society, National Parks Service, Phoenix Bikes, REI, Revolution Cycles, Rosslyn BID, WABA, and ZipCar.

**Bethesda:** Need write-up

**Bowie Town Center:** In its 10th year of participating, the Bowie Town Center pit stop had 50 pre-registrants, with 30 of those attending (60%). Participants at the Bowie Town Center pit stop included several riders from previous years, a young family, and a couple who rode their tandem bicycle. City Councilman Todd Turner, a member of the TPB, was also in attendance to greet the riders.

**Bowie Old Town:** Twenty-nine cyclists preregistered for the Old Town Bowie pit stop, in its 8th year; 16 of those rode to that location (55%). Five "walk-ups" also attended for a total of 21 participants.

Special thanks this year are again extended to The Simon Property Group for offering their site as a pit stop and for donating snacks and beverages for the riders, and to the firefighters at the Huntington Fire Station for allowing us to use their location for the event and assisting the pit stop manager.

**Burke:** Another successful year for Burke VRE Bike to Work Day, the riders count was 45. The bikelane mechanic provided bicycle maintenance. Food and drinks from Wegmans, and Fairfax Advocates for Better Bicycling (FABB), that gave support on that morning with so many questions from the riders.

**Buzzards Point:** need write-up

**Capitol Hill BID:** Need write-up

**Capitol Heights:** Located at Maryland Park Bicycles, the Capitol Heights Pit Stop welcomed 18 cyclists. The pit stop was organized by John Epps, owner of Maryland Park Bicycles.

A total of 14 cyclists registered for the pit stop. Of those registered, 9 riders stopped by to pick up T-shirts, water bottles, granola bars and other giveaways. An additional 9 cyclists who did not register or registered with another pit stop dropped by to celebrate and to share their enthusiasm about having a more convenient pit stop along their route.

The Capitol Heights Pit-Stop turned out to be a convenient location for several riders with workplaces in Prince George's County, including 4 participants who rode in to the Suitland Federal Center, and two others to Upper Marlboro, and New Carlton.

In addition to the pit stop a convoy was also organized to lead riders from Capitol Heights to Freedom Plaza. A total of 5 riders participated in the convoy. The convoy was led by veteran bicycle commuters and local ride organizers, Kevin Ware, Ted Russell, and Doreen Osborne.

**Capitol Riverfront:** need write-up

**Cheverly Metro Station:** Need write-up

**College Park:** This year's event took place under blue skies; great weather for biking to work. Set up went smoothly with contributing food donations and volunteer area businesses arriving bright and early around 6:00am. Mom's Organic Grocery generously donated a slew of bananas and other refueling health treats for hungry bikers. The Bagel Place provided a platter of assorted bagels as well as hot coffee and tea. Huge thanks are owed to College Park Bike Shop and Proteus Bikes for sending their team members down to provide free bike tune-ups for participants. Big thanks to the City of College park employees who manned the registration table and distributed shirts. This year, College Park livened things up with music and door prizes. Organizer, Jonathan Brown, welcomed arriving participants and oversaw the raffle of over 12 generously donated bike safety and commuter gear equipment (total value worth over \$200.00). Raffle items were popular and many participants stayed longer than planned hoping to win some of the best prizes raffled off every 10 to 15 minutes throughout the event. Participants, numbering over 100, were easily distinguishable in their bright blue shirts, a much lauded color choice this year. All remaining shirts had been claimed by the end of the event and we had great turn out.

**Columbia Heights:** The third afternoon event drew 100 local and commuting cyclists (from a total of over-250 registered, and an additional 50 signed-up on-site) who interacted with numerous neighborhood participants on a beautiful Spring early-evening in the Plaza at Columbia Heights. A handful of volunteers verified attendance, distributed T-shirts and give-aways, and co-ordinated the prize drawings on the quarter-hour. Wayne, from the *BikeRack*, once again shared his skills and knowledge through quick repairs and tune-ups. Representation of Police from the Third District and WABA staff added to the joyful atmosphere and provided a cheerful conclusion to a long, successful day, supporting bicycling throughout the District.

*Mad Momo's*, a recently-opened restaurant on 14<sup>th</sup> Street, donated the grand prize: a dinner-coupon for their Himalayan-style cuisine, and the *Park Triangle* provided the location for the *Bike to Work Day* banner.

**Crystal City:** need write-up

**Edgewood Met Branch (DC):** This was the first official Bike to Work Day pit stop for the Edgewood neighborhood and the Met Branch Trail, though in past years neighbors gathered to hand out cookies to morning riders. We were also the only new pit stop in DC

and although the number of registrants, at 40, might appear low, we were impressed because as a residential neighborhood, we function as a starting or pass-through rather than an end point. An estimated 500 riders actually visited our stop (we lost count after the first couple hundred) and with a table sponsored by the neighborhood, the Rails-to-Trails Conservancy, BicycleSpace and WABA we had lots of great treats to thank current commuters and encourage future riders – water bottles, bike maps, free tune-ups, pant guards as well as water, cookies and granola bars.

**Fairfax County Government Center-Fairfax Corner:** need write-up

**Fairfax:** need write-up

**Falls Church:** There were 260 registrants for the pit stop, but far more bicyclists than that showed up for the event. Bikenetic, a local bike shop, was on hand once again to provide bike repairs and tune-ups. While the bikes were being tuned, Nourish Market helped the cyclists themselves with delicious smoothies. Local vendors Little River Yoga and Advantage Fitness provided promotional materials and fitness advice

**Farragut Square:** need write-up

**Freedom Plaza (DC):** The Downtown DC Business Improvement District (BID) hosted over 900 registrants at Freedom Plaza for this year's Downtown pit stop. Several partners helped to make the event a success, including BicycleSPACE, who provided free water bottles and tune ups, Whole Foods – P Street, who provided bananas and oranges, KIND, who provided snack bars, and DC Water, who provided free TapIt water bottles and drinking water. Attendees were treated to several prize drawings, which included a bicycle and accessories donated by BicycleSPACE, tune ups donated by Bike and Roll , Circulator Monthly Passes, Capital Bikeshare Annual memberships, and a ZipCar annual membership.

Several VIPs biked into the event and shared a few words of encouragement with the crowd, including FHWA Administrator Victor Mendez, GSA Administrator Dan Tangherlini, Mayor Vincent Gray, Councilmember Mary Cheh, Councilmember Muriel Bowser, Councilmember Tommy Wells, Councilmember Grosso, and DC Office of Planning Director Harriet Tregoning. In between speakers, prize drawings, and musical entertainment from the Tune Ups, attendees visited the event exhibitors while munching on KIND bars, fruit, and coffee. BicycleSPACE, the Washington Area Bicyclist Association, the League of American Bicyclists, Bike and Roll, goDCgo, AAA, and the DC Public Library were this year's exhibitors.

**Frederick:** Need write-up

**Friendship Heights:** Bike To Work Day 2013 was the kickoff of the new Friendship Heights (MD) pit stop, located on busy Wisconsin Avenue in Chevy Chase on Wisconsin Place plaza, at the Western Avenue District line. Seventy-five riders registered, and there was a robust walk up crowd as well.

Visiting VIPs included Montgomery County Councilmember Roger Berliner; Village of Friendship Heights Mayor Melanie Rose White; Town of Somerset Mayor Jeffrey Slavin; and Town of Somerset Councilmember Barbara Condos. Mayor Jeffrey Slavin provided MC support during the activities, giving a rousing pep talk to the crowd and calling attention to the vendors, exhibitors and donors.

Pit stop exhibitors and donors included:

- Le Pain Quotidien - coffee and assorted pastries
- Giant Food – bananas
- Whole Foods – energy bars and other snacks
- Drink More Water
- Chevy Chase Athletic Club – membership gift cards
- Montgomery County Dept. of Environmental Protection (MC DEP) – “Green Team”
- MC DEP – Solid Waste Services
- GEICO
- Wisconsin Place – water bottles
- All-In-One Entertainment – DJ
- Bike gear – The Bicycle Place, Silver Spring

Almost a dozen GEICO employees volunteered to help with registration, food tables, and giving items to riders. In addition to staffing a vendor table, GEICO sent an official photographer and the GEICO Gecko to greet riders and wave to commuters.

The event also drew volunteers from the Friendship Heights TMD Advisory Committee and host Wisconsin Place.

Prize drawings were about every 15 minutes and included bike helmets, locks, backpacks, safety items, and other bike gear. Vendors supplied gift cards and other items. Councilmember Berliner selected the Grand Prize Winner in the drawing. The Grand Prize was a 24-speed Kona Dew hybrid bike from Just Riding Along Bicycle Shop in Laytonsville, Maryland.

**Gaithersburg:** Need write-up

**Georgetown:** The first ever Georgetown Bike to Work Day Pit Stop was a major success. Hosted by the [Georgetown Business Improvement District](#) along the scenic Georgetown Waterfront Park at Wisconsin Avenue & K Street, the Georgetown Pit Stop had 287 registered riders, though a total of 400 riders stopped in to enjoy the gorgeous weather and scenic backdrop, bike-related giveaways and snacks. Enthusiastic volunteers gave away 300+ Bike to Work Day t-shirts, Georgetown BID water bottles and bike bags. The Washington Area Bicyclists Association had a table with volunteers giving out prizes and brochures. Georgetown bike merchants Bicycle Pro Shop, Cycle Life, and Revolution Cycles were onsite offering free tune ups, and tech help. Georgetown’s restaurants and cafes, including Baked and Wired, Dean and DeLuca, Farmers, Fishers, Bakers, PopChips, Sprinkles Cupcakes, and Starbucks Coffee, came out in support, giving away complimentary fuel for riders. Generous sponsors included the Bank of Georgetown and the American College of Cardiology, who were onsite giving away waters, and more. Local vendors Patagonia, Dumbarton House, Cycle Life, Baked and Wired, Bicycle Pro Shop,

and Sprinkles Cupcakes, offered prizes during a raffle, including tire sets, tune ups, swag from Georgetown shops, cupcakes, and more! Check out the Georgetown Bike to Work Day Pit Stop video [here](#).

**Greenbelt:** Bike To Work Day 2013 was the second year for the official Greenbelt Pit Stop. A committee of five City of Greenbelt employees organized the event in front of the Greenbelt Aquatic and Fitness Center. There were 90 bikers registered for the event which was an increase of 60% from 2012.

The committee was pleased with attendance of 70 bikers who passed through the stop. Approximately 15 cyclists joined the "convoy" to downtown Washington DC. The convoy was guided by Laurie and Jeff Lemieux of Proteus Bike Shop in College Park. Part way through the route the convoy split into two groups: an "express" route and "local" route.

The Pit Stop was visited by Mayor "J" Davis, Mayor Pro Tem Emmett Jordan and Council Member Leta Mach.

In addition to food and drinks, each rider received a t-shirt and mini-backpack filled with swag. 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 this year was mechanical assistance provided by Arrow Bike Shop.

**Golden Triangle – L Street (DC):** Need write-up

**Golden Triangle – Murrow Park (DC):** Need write-up

**Haymarket:** need write-up

**Herndon:** Up about 9% from 2012, 303 riders registered with at least 216 checking in. The Herndon pit stop is hosted and staffed by A1 Cycling and Herndon Parks and Recreation Department, and included representatives from the Tour de Cure, Herndon Environmental Network, Mom's Organic Market, Fairfax Advocates for Better Biking, Green Lizard Cycling and the Herndon Pedestrian and Bicycling Advisory committee, among others. It was exciting when Adam Caskey of Channel 7's "Good Morning Washington" came and broadcast weather forecasts from the Herndon stop. We were on air in several segments from 5:15 to 6:55am.

**Hyattsville:** need write-up

**Indian Head:** Need write-up

**Leesburg:** Loudoun County staff greeted 206 participants in Leesburg with free T-shirts, water bottles and clip-on reflective safety lights. Everyone who stopped by was offered a variety of refreshments--coffee, fruit, juices, pastries and grab and go items. Clif bars and bananas were especially popular with cyclists. A large water cooler was kept well-stocked for participants and Bike to Work Day and Tap-It water bottles were available. The team from Bicycle Outfitters, a decade-long supporter of Loudoun pit stops, was on hand to make adjustments for cyclists, answer questions and show-off a new bike which was raffled later in the day. Prior to the event, this bicycle was displayed at the Loudoun



County government center to generate interest and further publicize Bike to Work Day. A BikeLoudoun volunteer shared information and offered guidance to new cyclists. A transportation-themed corn hole (bean bag toss) game was enjoyed by riders who had time to relax at the stop before continuing on to their workplaces. Throughout the morning, prizes, including restaurant gift cards and bike gear, were given to randomly selected participants. It was a great morning in Leesburg.

**Manassas GMU:** need write-up

**Manassas Kelly Leadership Center:** need write-up

**Manassas VRE:** need write-up

**Merrifield - Mosaic:** need write-up

**Merrifield – W & OD:** Need write-up

**Mt. Vernon Triangle (DC):** need write-up.

**Mt. Vernon – Collingwood (VA):** Need write-up

**National Geographic Society:** The beautiful weather definitely didn't hurt as the National Geographic Courtyard turned into a biker's paradise for the annual Bike to Work Day celebration. This was NG's second year serving as one of the official pit stops in Washington, D.C. Hundreds of bikers, including many NG staffers, took advantage of a variety of sponsor giveaways, ranging from free food and coffee, to complimentary bike tune-ups, body massages and more. Representatives from two fundraising rides, Best Buddies and Bike MS, were there spreading the word about their upcoming events. There were also several raffle drawings throughout the nearly 3-hour event, which included items such as NG Channel DVDs, tickets to the 9:30 Club, Dolcetta Gelato gift certificates, a Lululemon gift bag, a Nat Geo Live! gift certificate and much more.

**NIH:** Need write-up

**Naval Medical Center:** need write-up

**NOMA:** need write-up

**North Bethesda:** In order to prepare cyclists for Bike to Work Day, the North Bethesda TMD, in partnership with WABA and LCOR, hosted a Bicycle Commuter Skills Class. The class was instructed by Shane Farthing, WABA Executive Director, and was a great success. The 19 participants learned about bicycle choice, safety, route selection, lighting and much more. The hour long class, held at lunchtime, was enjoyed by all.

On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff welcomed 197 eager cyclists beginning at 6:30 am at the US Nuclear Regulatory Commission Plaza (NRC). Each registered cyclist 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 – Enterprise Rideshare, LCOR, Retrofitness of

Kensington & Rockville and Trader Joe's. Prizes and gift certificates were generously donated by Bob's Bikes, White Flint Partnership, Strathmore, The Dermatology Center and Silver Diner. A very special thank you to our host, NRC, for another great year!

Prizes, raffle drawings and announcements were made every 15 minutes by our DJ, George, who also provided great music throughout the event.

Bill Carey, Director of Donor and Community Relations at Strathmore 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. Pat Shepherd, Capital Project Manager for the Montgomery County Division of Transportation Engineering Bikeway Program, gave an update on bicycle improvements on Woodglen and Edson Lanes. The grand prize, a new bike, was presented to Lauren May Rose by Bob Mallasch, owner of Bob's Bikes. An ecstatic Lauren won a Raleigh Cadent FT0 bike.

**Oxon Hill:** need write-up

**Prince William:** Need write-up (includes Dumfries, Haymarket, Manassas, Rippon, Woodbridge and several others)

**Reston:** (need write-up)

**Rock Springs:** (need write-up)

**Rockville Falls Grove:** (need write-up)

**Rockville Tower Oaks/Wootton:** Need write-up

**Rockville Town Center:** The pit stop was in front of the Regal Theater located at 199 E. Montgomery Avenue. This year a total of 191 people registered online, 128 participated including 21 walk-up registrants the morning of the event. Montgomery County Commuter Services and City of Rockville Department of Public Works co-sponsored the event.

Ms. Carolyn Biggins, Division Chief, Montgomery County Transit Services, graciously accepted our invitation again to greet the bikers and help with prize drawings and promotional item giveaways throughout the event. Also attending and saying a few words to the bikers was the City of Rockville Council Member [Mark Pierzchala](#) who is an avid biker himself.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by Costco, Dawson's Market, Drink More Water, MOM's Organic Market, Starbucks, and Whole Foods. Additional refreshments were purchased from Costco. Additional prizes and giveaways were purchased at a discount from The Bicycle Place in Silver Spring. The Grand Prize bicycle was from one of Montgomery County newest bicycle shop called Just Riding Along Bicycle Shop in Laytonsville, MD and the winner of the bicycle was Ms. Erin Wilson.

Exhibitors/vendors who staffed tables at the event included:

City of Rockville  
City of Rockville Police  
Costco Wholesale  
Dawson's Market  
Montgomery County Commuter Services  
Montgomery County Department of Environmental Protection, Outreach & Education  
(Green Team)  
Montgomery County Silver Spring Urban District Red Shirt Team (setup and cleanup)  
Montgomery County Department of Environmental Protection, Division of Solid Waste  
Services  
Whole Foods

**Rockville Twinbrook:** Need write-up

**Silver Spring Discovery:** Bike to Work Day 2013 was again staged on the plaza of  
Discovery Communications in downtown Silver Spring.

This year there were 266 online registrations, slightly greater than in 2011. 183  
participants, including 60 walk-up registrants, attended the morning's event. Co-sponsors  
of the pit stop were once again Montgomery County Commuter Services and Discovery  
Communications.

Arthur Holmes, Jr., Director of the Montgomery County Department of Transportation, who  
has attended this event several times, graciously accepted our invitation to help greet the  
bikers. Serving a master of ceremonies was Sandra L. Brecher, Section Chief of  
Montgomery County Commuter Services. Making appearances as well as remarks about  
Bike To Work Day and the expansion of Capital Bikeshare to Montgomery County were  
County Council Members Valerie Ervin and George Leventhal.

County Council Member Valerie Ervin helped out with the  
Grand Prize bicycle drawing, sponsored by Discovery Communications. The winner of the  
Grand Prize bicycle is Janine Harris of National Oceanic and Atmospheric Administration  
(NOAA).

Continuing a competitive tradition dating back some years, the winner of this year's Bike  
To Work Day NOAA- Discovery Commuter Challenge was Discovery Communications.  
NOAA is looking forward to a rematch in 2014.

A special thank you goes out to the many employees from Discovery Communications,  
particularly Devin McDonough and Michael Price, and to Victor Salazar, Feddy Robinson  
and the Red Shirt Team from the Silver Spring Urban District and our volunteers Valerie  
Spencer and Arnetta Haines. Last but not least, thank you to Commuter Services and  
*TRiPS* Commuter Store staff for stepping up on a very busy day

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by  
Drink More Water, Caribou Coffee, Whole Foods and Costco. Additional refreshments  
were purchased from Costco and Caribou. The Grand Prize bicycle was generously  
donated by Discovery Communications

Exhibitors/vendors who staffed tables at the event included:

All-In-One Entertainment (DJ)  
Clean Currents Inc.  
Intercounty Connector Business Outreach Team

Bicycle Place  
Costco  
Montgomery County 3<sup>rd</sup> District Police

**Silver Spring East West Hwy:** Need write-up

**Springfield:** (need write-up)

**Sterling:** It was a busy morning in Sterling with 313 cyclists checking in at the who checked in at pit stop. This marked the 10th consecutive year for Orbital Sciences Corporation to host the event. A wide array of refreshments including coffee, juices, fresh fruit, pastries and grab and go snacks were offered to participants. Orbital staff served as the “pit stop prize patrol” distributing gift cards and biking-related surprises to unsuspecting cyclists throughout the event. Loudoun County staff gave away the T-shirts and clip-on reflective safety lights. A transportation-themed “corn hole” game (bean bag toss) was enjoyed by several cyclists. BlkeLoudoun was on hand to offer support and helpful information to participants. A team from Spokes Etc. of Ashburn provided bike adjustments and safety checks for riders. Spokes also provided a new bike which was raffled at the close of the event. Prior to Bike to Work Day, the bike was displayed at two different employment sites to encourage participation. Staff from Loudoun Water distributed Tap-it and Bike to Work Day water bottles and kept water coolers well-stocked for cyclists. This pit stop has experienced steady growth during the past decade. In 2014, it will remain in the same vicinity, but most of the activity will shift away from the W&OD Trail to the Sterling Ruritan Club.

**Takoma Park – Downtown:** Need write-up

**Takoma Park – Silgo Creek:** Need write-up

**Takoma Park – Langley Crossroads:** Need write-up

**Tyson’s Corner:** (need write-up)

**Vienna:** (need write-up)

**West Hyattsville Metro:** Need write-up

**White Oak/FDA:** (need write-up)

**Woodbridge Chin Center:** Need write-up

**Woodbridge Rippon VRE Station:** (need write-up)

## **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 Justice with 116 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 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 College of Cardiology  
American Councils for International Education  
American Institutes for Research  
American Red Cross  
Amtrak  
Arnold & Porter  
Association of American Medical Colleges  
AT&T  
Bechtel  
Boeing  
Bowie Gridley Architects  
CA Technologies  
CACI  
CEB  
CFPB  
CH2M HILL  
Children's National Medical Center  
comScore  
CSC  
DAI  
Dell  
Deloitte Consulting LLP  
Dickstein Shapiro  
Discovery Communications  
Downtown DC BID  
Edelman  
Esri  
ExxonMobil  
Finnegan  
Geico  
Gensler  
HOK  
Howard Hughes Medical Institute  
Hughes Network Systems  
IBM  
IDA  
Institute for Defense Analysis  
Institute of Museum and Library Sciences  
International Finance Corporation  
International Foundation for Electoral Systems  
Accenture  
AECOM  
AKQA  
Alliance to Save Energy  
American Chemical Society  
American Geophysical Union  
American Psychological Association  
American Society of Civil Engineers  
AOL  
ASHA  
Association of State and Territorial Health  
BAE  
Bloomberg BNA  
Booz Allen  
British Embassy  
Cable News Network  
Capital One  
Center for Clean Air Policy  
CGI Federal  
Chemonics International  
Comcast  
Conservation International  
CustomInk  
Defenders of Wildlife  
Deloitte  
Deltak  
DigitalGlobe  
DMI  
Eastbanc Technologies  
Embassy of Japan  
Evolent Health  
Fannie Mae  
Freddie Mac  
General Dynamics  
Hilton Worldwide  
Host Hotels & Resorts  
HP  
IADB  
ICF International  
International Monetary Fund  
Institute for International Education  
Inter-American Development Bank  
International Food Policy Institute  
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

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

**Universities and Colleges**

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

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

**RADIO ADVERTISING & MEDIA COVERAGE**

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

**Print/Online Media**

<b>Date</b>	<b>Outlet</b>	<b>Title linked to URL</b>
3/8/2013	FallsChurch Patch	<a href="#">BTWD Registration Open</a>
3/8/2013	Notes on my Cycling Adventures	<a href="#">BTWD 2013</a>
3/19/2013	Capitol Riverfront Blog	<a href="#">2013 BTWD Registration Now Open</a>
3/27/2013	Connected Communities/Montgomery	<a href="#">Registration for BTWD 2013 Opens</a>
3/28/2013	ARL Notes	<a href="#">Registration Open for BTWD</a>
3/28/2013	About.com Washington, DC	<a href="#">Bike to Work Day in Washington, DC</a>
4/2/2013	Southern Maryland News Net	<a href="#">Registration for BTWD 2013</a>
4/2/2013	SMNNEWNET.com	<a href="#">Registration for Bike to Work Day 2013 Opens</a>
4/3/2013	goDCgo	<a href="#">BTWD - Event Calendar</a>
4/3/2013	NoMa	<a href="#">BTWD - Event Calendar</a>



4/3/2013	The Bridging Nations Foundation	<a href="#">BTWD 2013 - Event Calendar</a>
4/3/2013	Town of Herndon Virginia	<a href="#">Registration for BTWD 2013</a>
4/3/2013	WABA	<a href="#">BTWD - Event Calendar</a>
4/24/2013	Region Forward	<a href="#">BTWD on May 17 to Promote Bicycle Commuting</a>
4/25/2013	Georgetown Patch	<a href="#">Bikeshare Adds Two Georgetown Stations</a>
4/26/2013	GeorgetownDC	<a href="#">BTWD - Neighborhood Event</a>
5/1/2013	Clean Currents	<a href="#">BTWD Demystified, Courtesy of WABA</a>
5/1/2013	WABA	<a href="#">BTWD Problems? We've Got Solutions.</a>
5/1/2013	PRTC Transit	<a href="#">Bike to Work Day is May 17</a>
5/1/2013	The Frederick News-Post	<a href="#">Why You Shouldn't Ignore All That PR About BTWD</a>
5/2/2013	Sierra Club - Washington DC Chapter	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Bike Arlington	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Office of Research Services	<a href="#">NIH Bicycle Program - 2013 BTWD Event</a>
5/6/2013	Potomac Pedalers	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Arlington Patch	<a href="#">Arlington Celebrates Bike Month in a Big Way</a>
5/7/2013	Leesburg Patch	<a href="#">Early Bike to Work Registrants Receive T-shirts</a>
5/7/2013	Clarendon-Courthouse-Rosslyn Patch	<a href="#">Arlington Celebrates Bike Month in a Big Way</a>
5/7/2013	Yahoo News	<a href="#">Celebrating Nat'l Bike Month Around Washington DC</a>
5/7/2013	Greater Greater Washington	<a href="#">Bike to work and school, and much more</a>
5/8/2013	Georgetown Patch	<a href="#">Georgetown Hosting BTWD 'Pit Stop'</a>
5/8/2013	WABA	<a href="#">Plan your BTWD Via Metro</a>

5/8/2013	Georgetown Patch	<a href="#">Georgetown Hosting BTWD "Pit Stop"</a>
5/8/2013	Connection Newspaper	<a href="#">Register for Bike to Work Day</a>
5/9/2013	Connected Communities	<a href="#">More Than 70 Pit Stops Will Host BTWD Participants</a>
5/9/2013	MWCOG.org	<a href="#">More Than 70 Pit Stops Will Host BTWD Participants</a>
5/9/2013	MyMCMedia	<a href="#">Bike to Work in Gaithersburg</a>
5/13/2013	DelRay Patch	<a href="#">BTWD is Friday</a>
5/13/2013	FairfaxCity Patch	<a href="#">City to Host 'BTWD' Pit stop</a>
5/13/2013	The Washington Post - Dr. Gridlock	<a href="#">The week ahead</a>
5/13/2013	Department of General Services - DC	<a href="#">Bike to Work Day 2013</a>
5/14/2013	Potomac Patch	<a href="#">BTWD Pit Stops Near You on Friday</a>
5/14/2013	The Washington Post - Dr. Gridlock	<a href="#">Tips for Friday's BTWD</a>
5/14/2013	Active Life DC	<a href="#">Featured Event: BTWD</a>
5/14/2013	The Washington Post	<a href="#">Bike Commuting Way Up in DC</a>
5/14/2013	CBS DC	<a href="#">10K Riders Expected for Bike to Work Day in D.C.</a>
5/14/2013	Falls Church News-Press	<a href="#">F.C. Businesses Sponsoring Pit Stop for BTWD Friday</a>
5/15/2013	Virginia Bicycling Federation	<a href="#">BTWD 2013</a>
5/15/2013	The Washington Post	<a href="#">Wilson Bridge trail encourages bike commuting</a>
5/15/2013	The Washington Post	<a href="#">Montgomery wellness calendar, May 16 to 23, 2013</a>
5/15/2013	Vienna Patch	<a href="#">Friday is Bike To Work Day 2013</a>
5/15/2013	The Hill is Home - Community News	<a href="#">Bike to Work Day — This Friday!</a>
5/15/2013	The Wash Cycle.com	<a href="#">More than 12,000 Cyclists Region-wide Sign up for BTWD</a>

5/15/2013	Air Force Association	<a href="#">Register for AFA's ... Gateway Park as Part of BTWD</a>
5/15/2013	The Washington Post -Local	<a href="#">DC named sixth 'most bikeable' US city</a>
5/15/2013	South Maryland Newspapers Online	<a href="#">Biking to work gets a boost with annual So MD event</a>
5/15/2013	PR Newswire	<a href="#">Register for AFA's Cycling Classic as Part of BTWD</a>
5/16/2013	ABC News Blog	<a href="#">Pro Tips for BTWD</a>
5/16/2013	The Washington Post - Dr. Gridlock	<a href="#">Friday is BTWD</a>
5/16/2013	SilverSpring Patch	<a href="#">BTWD Pit Stops Near You on Friday</a>
5/16/2013	Arlington Patch	<a href="#">BTWD is Friday</a>
5/16/2013	Inside No VA	<a href="#">Friday is 'BTWD'</a>
5/16/2013	WABA	<a href="#">One Last BTWD Reminder...</a>
5/16/2013	Best of Washington	<a href="#">12,000 Commuters Will Bike to Work Friday</a>
5/16/2013	WABA	<a href="#">What Is Your Elected Official Doing for BTWD?</a>
5/16/2013	The Washington Post	<a href="#">D.C. community calendar, May 16 to 23, 2013</a>
5/16/2013	The Washington Post	<a href="#">Montgomery community calendar, May 16 to 23, 2013</a>
5/16/2013	About.com - Washington, DC	<a href="#">Bike to Work Day in Washington, DC</a>
5/16/2013	Bike and Roll, Washington, DC	<a href="#">Rent a Bike for BTWD! Rent a Bike for Bike DC!</a>
5/16/2013	US Environmental Protection Agency	<a href="#">Bike to Work</a>
5/16/2013	Maryland Dept of Transportation	<a href="#">Participate in National BTWD on May 17, 2013!</a>
5/16/2013	Washington Post – Ashley Halsey III	<a href="#">Bike commuting increases in D.C</a>
5/16/2013	ABC News.com	<a href="#">PM Note: Pro Tips for Bike to Work Day</a>

5/16/2013	Huff Post Green	<a href="#">Bike To Work Day 2013: Tips For A Green Commute</a>
5/16/2013	Leesburg Today	<a href="#">Bike To Work Day Scheduled Tomorrow</a>
5/16/2013	Virginia Connection Newspapers	<a href="#">Brief: Bike to Work Day Is May 17</a>
5/16/2013	Maryland Dept of Transportation	<a href="#">Participate in National BTWD on May 17, 2013!</a>
5/17/2013	The Washington Post - Dr. Gridlock	<a href="#">BTWD in Pictures</a>
5/17/2013	Georgetown Patch	<a href="#">In Georgetown, a 'Bike Hub', Every Day is BTWD</a>
5/17/2013	BLT: The Blog for Legal Times	<a href="#">Lawyers Saddle Up for BTWD</a>
5/17/2013	DC List	<a href="#">You Can Now Bike From D.C. to Pittsburgh</a>
5/17/2013	Riverdale Park-University Park Patch	<a href="#">Many cyclists joined a convoy from Greenbelt to DC</a>
5/17/2013	Baynet.com	<a href="#">Share the Road</a>
5/17/2013	Clarendon Courthouse Rosslyn Patch	<a href="#">DC Ranked Among Most Bikeable Large Cities</a>
5/17/2013	Georgetown Patch	<a href="#">In Georgetown, a "Bike Hub", Every Day is BTWD</a>
5/17/2013	The Washington Post -Local	<a href="#">Thousands participate in Bike to Work Day</a>
5/17/2013	The Washington Post -Local	<a href="#">BTWD - A Day in Pictures</a>
5/17/2013	Gazette.net	<a href="#">Bike to Work Day 2013 draws record crowds in D.C. area</a>
5/17/2013	Potomac Local News	<a href="#">2013 Bike to Work Day</a>
5/17/2013	Fairfax County Virginia.gov	<a href="#">Fairfax County Rides on Bike to Work Day 2013</a>
5/17/2013	DES, Arlington Co. Commuter Services	<a href="#">Bike to Work Day 2013</a>
5/17/2013	Transportation nation	<a href="#">DC Makes Progress on Bike Lanes...</a>
5/18/2013	The Frederick News-Post	<a href="#">Hundreds gather for Bike to Work Day</a>

5/18/2013	Washington Post – Ashley Halsey III	<a href="#">Safety Reminders for BTWD</a>
5/19/2013	Standards Speaker.com	<a href="#">BTWD touts cycling's benefits</a>
5/19/2013	Downtown DC.org BID	<a href="#">Bicyclists Turn Out in Force for Bike to Work Day</a>
5/20/2013	League of American Bicyclists	<a href="#">Bicyclists Take to the Streets in Celebration of BTWD</a>
5/20/2013	Georgetown Patch	<a href="#">DC Ranked 6th Most Bikeable Large City</a>
5/20/2013	US DOT - Fast Lane	<a href="#">BTWD, Big and getting bigger</a>
5/20/2013	Washingtonian	<a href="#">BTWD Breaks Ridership Record (Slideshow)</a>
5/20/2013	Georgetown Patch	<a href="#">DC Ranked 6th Most Bikeable Large City</a>
5/21/2013	Mother Earth News	<a href="#">Bike Commuting Grows by Leaps and Bounds</a>
5/22/2013	Connected Communities - Springfield	<a href="#">Springfield Joins BTWD</a>
5/23/2013	Belvoir Eagle	<a href="#">Bike to Work Day celebrates commuting alternative</a>
5/24/2013	South Maryland Newspapers Online	<a href="#">2 wheels good, 4 wheels bad: Bicyclists go to work</a>
5/24/2013	South Maryland News Net	<a href="#">Letter from Tri-County Council on Bike to Work</a>

## **Television**

<b>Date</b>	<b>Outlet</b>	<b>Title linked to URL</b>
5/15/2013	WUSA CH9 W/Monika Samtani	<a href="#">Bike To Work Day Is Friday</a>
5/17/2013	ABC7 Good Morning Washington 5:45 AM	<a href="#">Bike to Work Day Today</a>
5/17/2013	ABC7 Good Morning Washington 6:15 AM	Bike to Work Day Today
5/17/2013	ABC7 Herndon Local News	<a href="#">Bike to Work Day Today, Maryland and Virginia</a>

5/17/2013	WUSA CH 9	<a href="#">DC Bike To Work Day Hits Record Attendance</a>
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**Radio**

Date	Outlet	Title linked to URL
5/16/2013	WAMU	<a href="#">Friday Marks BTWD in DC</a>
5/17/2013	Total Traffic (Network)	Sound bites and text may be found on page 5 of this report
5/17/2013	WAMU	<a href="#">DC Makes Progress on Bike Lanes</a>

**Press Releases**


Bike to Work Day Breaks Regional Record with more than 14,500 cyclists  
 More than 13,000 cyclists region-wide registered for Bike to Work Day tomorrow May 17<sup>th</sup>  
 Bike to Work Day 2013 attracts more than 12,000 cyclists  
 More than 70 pit stops will host Bike to Work Day participants – Friday May 17  
 Registration opens for Bike to Work Day 2013

**Social Networking/Media**

A Facebook group and Twitter account along with the Bike to Work Day website were maintained for Bike to Work Day. The Facebook page garnered 1,040 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.









# BIKE TO WORK DAY

## MAY 17 2013




HOME
EMPLOYER RESOURCES
EVENT INFO
FIRST TIME RIDER INFO
SPONSORS
REGISTER NOW





### Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of 70 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for a free bicycle! Sorry, we have reached 12,000 registrations and can no longer guarantee T-shirts going forward. Check with your pit stop event on Bike to Work Day for possible extra shirts.

REGISTER NOW



PIT STOPS

COMMUTER CONVOYS

FIND A RIDE BUDDY

EVENT POSTER

SPONSORS

INCREASE YOUR BICYCLING SKILLS

www.biketoworkmetrodc.org

Start [Taskbar icons] 10:39 AM

Home
Connect
Discover
Me

**Tweets**

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

**Tweet to Commuter Connections**

**Photos and videos**



**Trends · Change**

- #AlJazeeraAmerica Promoted
- #Damascus
- #Syria
- #AlJazeeraAmericaTVShows
- #psfomewdredioners
- Xabi Alonso
- #pptforum
- Bradley Manning
- Happy Hump Day
- The Tribez

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### 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

108 TWEETS
208 FOLLOWING
1,055 FOLLOWERS

I ♥

Followed by Capitol Hill BID, Federal Transit Admn, Tim Gabel and 30 others.

**Tweets**

**Commuter Connections** @BikeToWorkDay 17 May  
 More than 14,500 registered for Bike to Work Day 2013, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!  
 Expand

**Commuter Connections** @BikeToWorkDay 16 May  
 #BTWDC is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!  
 Expand

**Commuter Connections** @BikeToWorkDay 15 May  
 Beautiful weather perfect for bicycling is expected this Friday May 17th. Enjoy!  
 Expand

**Commuter Connections** @BikeToWorkDay 14 May  
 Metro to host two pit stops on Bike to Work Day, May 17th to promote bicycling to Metro and taking Metro to work.  
 wmeta.com/about\_metroine...  
 Expand

**Commuter Connections** @BikeToWorkDay 3 May  
 Announcement. approximately 7,000 have already signed up for Bike

Start [Taskbar icons] 10:41 AM

## 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 employees to commute by bicycle; and

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

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

**WHEREAS**, the TPB through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

**WHEREAS**, the week of May 13th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

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

1. Proclaims Friday May 17, 2013 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

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TPB Chair Signature





## Proclamation Signing

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 17<sup>th</sup>, 2013 designating May 17<sup>th</sup> as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as some of the individual jurisdictions that hosted pit stops.

The Proclamation was signed by TPB Member, Patrick Wojahn City of College Park Councilmember. In attendance was Nicholas Ramfos, Director, Commuter Connections, and Greg Billing, Advocacy Coordinator Washington Area Bicyclist Association.

## Marketing Materials

The posters, rack cards, vinyl banners, and T-Shirts all carried the same uniform look and feel.

### Poster

**BIKE TO WORK DAY 2013 FRIDAY**  
**MAY 17**

REGISTER AT [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) OR CALL 800-745-7433

**Pre-Register by May 10 for Free T-Shirt\* and Bike Raffle!**  
**FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS**

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for specific pit stop locations and times.  
 \*T-Shirts available at pit stops to first 12,000 who register.


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

**bike to work day**  
2013

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

Printed on recycled paper.

## Rack Card



**bike to work day**  
2013


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in D.C., Maryland, and Virginia



**BIKE  
TO WORK  
MAY 17  
2013 DAY**



## Vinyl Banner

**CAPITOL HILL**  
Eastern Market Metro Plaza  
8th & Pennsylvania Ave., SE  
6:30 am to 8:30 am

**BIKE TO WORK DAY**  
MAY 17 2013

bike to work day

COMMUTER CONNECTIONS  
WABA  
Marriott  
ICF INTERNATIONAL  
City Bikes  
WHOLE FOODS  
capital bikeshare  
goDCgo powered by d.c.  
Bike Arlington  
LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA  
TWINBROOK Bikes by Nature  
BicycleSPACE

Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433

The banner features a large green bicycle graphic on the right side, with a cityscape and a person riding a bike inside the wheels. The background is a solid blue color.

## T-Shirt

The T-Shirt was Blue in color.



## **COLLATERAL MATERIAL**

The Bike To Work Day 2013 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 69 out of 72 pit stops

Water bottles with the BTWD logo were coordinated by BicycleSPACE and made available for each pit stop for purchase.

The marketing materials used for the 2013 BTWD campaign were targeted to employers and cyclists in chosen markets through the region. The rack cards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2012 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work.



# Pictures and Other Promotional Items

## Washington Post Express Advertisement

Picture justification and work authorization if you are not a U.S. citizen

- Candidates must be DC certified

Candidates **MUST** be available to work at least 24 hrs/week  
If successfully hired, you may be eligible for a \$50 signing bonus.

Candidates with these qualifications are welcomed to stop by our office at  
1420 K Street, NW 7th Floor,  
Washington, DC 20005.

**ASAP**  
SERVICES CORPORATION  
Home Health Division

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

In the deadliest of the three attacks, a suicide bomber on a motorcycle detonated his explosives near a vehicle carrying a candidate from a hard-line Islamist party, killing 12 people and wounding 35. The Jamiat Ulema-e-Islam People's Party. The blast killed the leader, Zahir Shah, officials said.

The Pakistani Taliban have claimed responsibility for many of the attacks in the run-up to Saturday's national elections, including the attack on Shah. (AP)


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

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

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



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









Free Food, Beverages and Giveaways at All Locations



**BIKE TO WORK DAY 2013 FRIDAY MAY 17**

REGISTER AT [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) OR CALL 800-745-7433

Also funded by the District of Columbia, Maryland, Virginia and the US Dept of Transportation \*T-Shirts available at pit stops to first 12,000 that register

## DOJ ONE OF TOP BIKE TO WORK DAY EMPLOYERS



Held on May 17th, this year's Bike to Work Day (BTWD) event saw more than 14,500 registered bicyclists leaving their cars at home and riding to work; an increase of 15% over 2012!

One of the employers helping to lead the way was the United States Department of Justice (DOJ) with 116 riders, 29 percent of them being first time Bike to Work Day participants.

Additionally, DOJ employees and contractors attended 28 of the 72 pit stops throughout the Washington, DC area. The top three most attended pit stops for DOJ employees were:

- Freedom Plaza in the District, with 32 DOJ cyclists
- Old Town Alexandria, with 10
- Silver Spring at Discovery Communications, with 7

By having such terrific passion and enthusiasm for bicycling, DOJ and a few other federal agencies have become a model for other agencies," said Nicholas Ramfos, Director of Commuter Connections. "And, for that matter, a leader among all employers in the Washington metropolitan region."

DOJ joins three other federal employers in the top five for this year, including the National Institutes of Health, the Environmental Protection Agency, and the U.S. Department of State. Also in the top five was Orbital Sciences, a

*L to R: R&W President Randy Schools; Office of Research Services Director, Dr. Alfred Johnson; Tom Hayden, Associate Director, Program and Employee Services, ORS, and Acting Director of the Division of Amenities and Transportation Services; Dr. Diane Bolton of the NIH Bicycle Commuter Club and Nicholas Ramfos, Director of Commuter Connections.*

private-sector company. In honor of their efforts, DOJ bicyclists won the Commuter Connections 2013 Bike to Work Day Employer Challenge and were treated to lunch on June 21st.

The continued success and growth of BTWD can be attributed to the influx of new riders each year. Ramfos continued, "Bicycling to work has a lot of potential to grow as the average bike commute in the Washington metropolitan region is 3.4 miles each way, and 17% of all Washington area commuters live less than 5 miles from work."

Bicycling to work is not something one has to do every day. In fact, the average number of days per week for bicycle commuting in the Washington, D.C. region is 3.

So, plan on encouraging your employees to participate next year and see if you can be one of the top regional employers for BTWD 2014!

Watch for more information on BTWD 2014 at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org).