

Washington DC Metropolitan Region Bike to Work Day 2016 Event Draft Report



Prepared September 14, 2016 by:

Commuter Connections
Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
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The 2016 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

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Metropolitan Washington Council of Governments (COG) staff included:
 Nicholas Ramfos Douglas Franklin Mark Hersey

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Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, and heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections secured \$43,100 in cash sponsorship donations that went towards the overall regional marketing efforts. Including the in-kind sponsorship donations the support for the event was \$57,000.

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

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2016, 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 campaign produced and placed 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 Office of Communications and WABA.
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through REI, bikes@vienna, and BicycleSPACE.

In addition, 18 confirmed bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a pit stop where cyclists received free refreshments, t-shirts and other giveaways. Many pit stops had additional activities for bicyclists and are described later in this report.

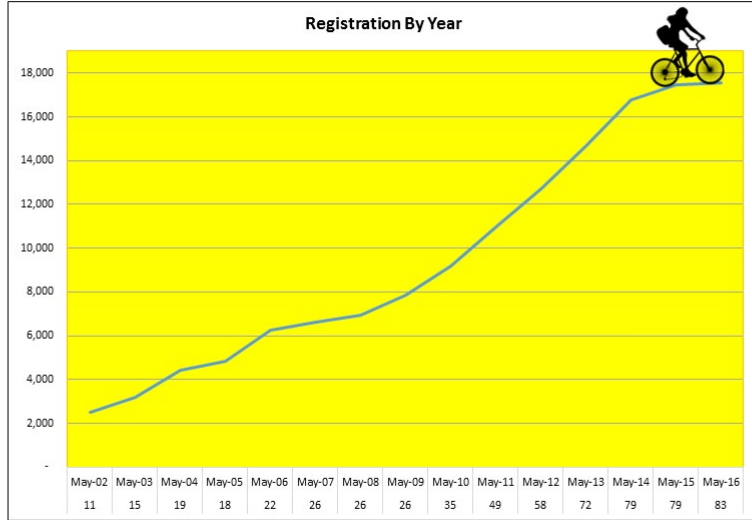
Since 2000, the COG/TPB's Commuter Connections program has worked to increase awareness of bicycling to work as a viable option by joining with the WABA in their efforts to promote and coordinate the region's annual Bike to Work Day event. Commuter Connections created and maintains a regional marketing effort that helped to increase the number of cyclists participating in the yearly event by 250% from 2005 to 2015. 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 sustainable means of transportation to and from work.

Since 2006, the Bike to Work Day Event has a budget line item for the Commuter Connections Work Program. 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.

Growth by Year



of Registrants



of Pit Stops



Bike to Work Day - May 20, 2016 Regional Sponsorship Declaration

Please Return by January 29, 2016

Please check one of the following Sponsor Levels:		Cash	In-Kind
GOLD SPONSOR LEVEL	\$7,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mentioned as major sponsor on over 400 Radio ads, Social Media, plus all Silver and Bronze level items</i>			
SILVER SPONSOR LEVEL	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on 15,000 T-Shirts, Press Release, plus Bronze level items</i>			
BRONZE SPONSOR LEVEL	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on Website and 85,000 Posters and Rack Cards</i>			
If In-kind donation, please describe: _____			

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

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

Please make check payable to the **Metropolitan Washington Council of Governments (COG)**
777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to dfranklin@mwkog.org in a high resolution format for quality reproduction by January 29, 2016. Preferred format is eps. E-mail signed form to dfranklin@mwkog.org or fax (202) 962-3202. Contact Doug at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



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 2015 event:

Top Level Sponsors:

Sponsor	Level
Takoma Bicycle	Gold
ICF International	Gold
REI	Gold
Bike Arlington	Silver
Marriott International	Silver
JBG Companies (Twinbrook)	Silver
City of Alexandria	Silver
BicycleSPACE	Silver
Potomac Pedalers	Bronze
AAA Mid-Atlantic	Bronze
AASHTO	Bronze
Crystal City BID	Bronze
Bikes@vienna	Bronze
Toole Design Group	Bronze
Fair Lakes League	Bronze
Giant Food	Bronze
Kimpton Hotels & Restaurants	Bronze
goDCgo	Bronze

Regional Sponsors:

Bike and Roll DC	Bronze
BicyclePASS	Bronze
Green Guru	Bronze
pdw	Bronze
Felt	Bronze
Cannondale	Bronze
Abus	Bronze
Brompton	Bronze
Ortlieb	Bronze

HIGHLIGHTS FROM AREA PIT-STOP

Adams Morgan: Thanks to the gorgeous weather and the participation of our community partners, the Adams Morgan pit stop was a huge success. City Bikes and BicycleSPACE sent crews out to help the commuters with repairs and both shops donated items to be raffled (including a new bike from City Bikes) allowing us to give away prizes every 15 minutes. Tryst donated coffee, bagels and fruit, and the WABA Bike Ambassadors helped us keep everything organized and flowing smoothly. With 521 registered riders, the Adams Morgan pit stop was the third most popular in DC. As per usual, we donated our remaining BTWD t-shirts to the Columbia Heights pit stop for their evening riders.

Alexandria – Carlyle Carlyle had an exceptional year for its 5th anniversary Pit Stop including a record number of exhibitors and sponsors, dedicated volunteers and many motivated cyclists who stopped by. For the first time, we had a featured sponsor - Grant Thornton - and thanks to their donation were able to giveaway bike lights and fold-up reusable tote bags. The talented Alan MacEwen played guitar, trumpet and sang. Registrations were up nearly 10% over 2015. A new feature was a Snapchat Geofilters contest. Carlyle's Pit Stop generous sponsors donated food, raffle gifts, volunteers and exhibit items:

Alexandria Renew	Pure Barre
Bright Horizons	Sugar Shack Donuts
Eisenhower Partnership	SHRM
Grant Thornton	Simpson Real Estate Services
JM Zell	Sweetfire Donna's
Local Motion	The Motley Fool
Panera	The Westin Alexandria
Paradigm Properties	USPTO
Post Properties	Wheel Nuts
Potbelly	Whole Foods Market
Potomac Riverboat Co.	Velocity Coop

Alexandria – Del Ray: The Del Ray pit stop had 225 registrants. The event was held from 6am to 9am at Colasanto Park.

Alexandria – Mark Center: The event was held from 7:00 am to 9:00 a.m. Of the 93 registrants, 64 bicyclists attended the Mark Center pit stop and picked up their t-shirts. Refreshments such as granola bars, fresh fruit, and water were provided.

Alexandria - Old Town: There were 527 registrants. The event was held from 6:30am to 8:30am at the Market Square at Alexandria City hall.

Anacostia: There were 73 registrants for the pit stop. The event was held from 7am to 8:30am across from the Anacostia Arts Center.

Arlington – East Falls Church: There were 158 registrants for the pit stop. The pit stop also had an event from 4pm to 7pm for commuters heading home from their worksites.

Arlington – Rosslyn, Columbia Pike, Shirlington, and Ballston: Bike to Work Day 2016 was a huge success! Arlington had a total of 7 pit stops, 5 of which were coordinated by BikeArlington. Rosslyn and Ballston were directly run by BikeArlington, Shirlington and Columbia Pike had the assistance of Phoenix Bikes and the Columbia Pike Revitalization Organization, respectively. The brand new afternoon Happy Hour was assisted by MORE (Mid-Atlantic Off-Road Enthusiasts) and New District Brewing. BikeArlington also helped to provide marketing for the East Falls Church and the Crystal City stops. In total there were more than 2,700 registrations in Arlington. Rosslyn had 972 registrations, Ballston had 567, Crystal City had 547, Columbia Pike had 173, East Falls Church had 158, Shirlington had 245 and New District Happy Hour had 75.

The Rosslyn pit stop was again held at Gateway Park and the Ballston pit stop was held at Freshbikes bike shop. The Columbia Pike location was held at Penrose Square and the Shirlington was located just outside the public library. DJs 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 470 medium prizes valued at \$10-\$30 and more than 125 large prizes valued at \$30-\$100 were given out between all pit stops. The brand new afternoon stop was held at New District Brewery's location in Shirlington, with temporary bike racks brought in and well-utilized throughout the evening by the 250 attendees. 220 co-branded pint glasses were distributed to attendees.

Refreshments included bagels, granola bars, bananas and coffee from Java Shack/Commonwealth Joe's. Rosslyn was joined by District Taco and KIND Snacks, providing free breakfast tacos and breakfast bars. In Shirlington Best Buns provided the refreshments and at Columbia Pike there was pie from the Acme Pie Company and donuts from Sugar Shack. The Rosslyn BID brought special sock giveaways for all participants at Rosslyn and also provided a photo booth for riders. A unicyclist delighted folks at Ballston dressed as a car and giant games were available to play at all morning stops. Sign spinners directed cyclists to the pit stops. In attendance at Rosslyn was

Congressman Don Beyer who rode his bike from Alexandria as well as Arlington County Board member Jay Fiset, both of whom spoke about the importance of biking as a fun and reliable transportation option. Shirlington's Happy Hour pit stop was attended by Arlington County Board Member Katie Cristol.

Partner organizations on hand included: Arlingtonians for Clean Environment, ACE Physical Therapy and Sports Medicine Institute, Arlington Action Committee, Arlington Initiative to Rethink Energy, Art of Massage, Arlington Sports, AFA Cycling Classic, Ballston BID, Bruce Deming: The Bike Lawyer, CaBi Fiesta, Car Free Diet, Copperwood Tavern, Columbia Pike Revitalization Organization, District Taco, Dittmar, E.G. Reinsch, Enterprise CarShare, FitArlington, Gold's Gym, Kasper's Cargos Bicycle Copilots Program, KIND Snacks, Northern Virginia Tour de Cure, PAL Ambassadors, Papillon Cycles, Potomac Pedalers, REI, Revolution Cycles, Rosslyn BID, StayArlington, Sugar Shack, Transurban - VA Express Lanes, Trek Bikes, WABA, V8 and Zip Car.

The weather was great, so almost all of the registered attendees showed up, including many day-of registrants as well. A special thanks goes out to all the partnering organizations as well as all the wonderful volunteers, without which such a successful event could not have come to fruition again.

Arlington – New District Brewing: The pit stop had 75 registrants. The afternoon event was held from 4:30pm to 6:30pm at the District Brewery near the W & OD Trail.

Bethesda: The Bethesda Pit Stop had 477 participants check in on-site and over 700 bicyclists pre-register.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. This year's program included Proclamations from the State Comptroller, Montgomery County, the State of Maryland, as well as from the Maryland State Legislature and Montgomery County Council. The complete list of speakers included:

MD State Delegate Ariana Kelly
MD State Comptroller Peter Franchot
MD State Delegate Marc Korman
Montgomery County Council Member Roger Berliner
Montgomery County Department of Transportation Director Al Roshdieh
Constituent Services for Congressman Chris Van Hollen, Catherine Provost

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Raffle prizes were awarded several times an hour. There were also prizes awarded via a photo contest, and BTS gave out a special prize to an employer group attending the event together. Employees from Bethesda's SS Papadopolus biked to the event and each received a reflective belted sport bag.

Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, The American Diabetes Association, Griffin Cycle, Maryland-National Capital Park and Planning Commission, WABA, Carr Workplaces, Capital Crescent Trail Coalition, Bethesda Sport and Health, Bethesda Green. Smoothie King came out with staff to provide samples and fresh fruit was provided by Whole Foods. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Silver provided coffee and yogurt parfaits. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 13th Annual Bicycle Commuter Spirit Awards. This year's winners were Walter Gonzalez and Dave Dabney. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine. Professional event photography was done by Danny Peck.

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

All Fired Up	
American Diabetes Association	Bethesda Bagels
Bethesda Court Hotel	Bethesda Green
Bethesda Sport & Health	Bradley Food and Beverage
Carr Workplaces	City Bikes
Coalition for the Capital Crescent Trail	Core Power Yoga
Cystic Fibrosis Foundation Cycle for Life	
DrinkMore Water	FitCrush
Griffin Cycle	Honest Tea
Lebanese Taverna	
Maryland-National Capital Park and Planning Commission	
Montgomery County Police	Nando's Peri-Peri
The North Face	Orthology
Potomac Pedalers	Ruth's Chris Steak House
Silver	Smoothie King
Spring Mill Bread Co.	Unity Woods Yoga
Whole Foods	Woodmont Grill

Bowie Town Center: There were 52 registrants for the pit stop. The event was held from 6:30am to 8:30am at the outside food court at the Town Center.

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

Burke: There were 66 registrants for the pit stop. The event was held from 6:30am to 8:30am at the Burke VRE station.

Capitol Hill BID: The pit stop had 471 registrants. The event was held from 7am to 9am at the Eastern Market Plaza.

Capitol Heights: There were 17 riders who came to the Pitstop. Of that number, 11 actually showed up. We gave out all of the BTWD t-shirts as well as the t-shirts, bike lights, hand sanitizers, and leg and arm bands that were donated by MNCPPC.

Shawntea and Marisol from DPW&T were on hand to help with the Pit Stop. Also on-hand was Kenniss Henry of the Ride for Natasha Pettigrew cycling event.

Capitol Riverfront: The pit stop had 266 registrants. The event was held from 7am to 9am at Canal Park.

Coast Guard Headquarters: There were 47 registrants for the pit stop. The event was held from 6am to 9am at the U.S. Coast Guard Headquarters.

College Park City Hall: The pit stop had 118 registrants. The event was held from 6:30am to 8:30am at the City Hall.

College Park Metro: There were 37 registrants for the pit stop. The event was held from 4pm to 7pm.

Columbia Heights: The pit stop had 374 registrants. The event was held from 4pm to 7pm at the Columbia Heights Plaza.

Crystal City: There were 547 registrants for the pit stop. The event was held from 7am to 9am at the Water Park.

Dumfries: There were 16 registrants for the pit stop. The event was held from 7:30 to 9:30am at City Hall.

Edgewood Met Branch (DC): The Edgewood Metropolitan Branch Trail pit stop had another outstanding year. It is the only pit stop located on the Met Branch Trail highlighting that physical infrastructure is an important element in increasing bicycling especially for new riders. This year, 463 riders passed by the pit stop while 1,313 used the trail on Bike to Work Day. This is the highest trail use to date, surpassing 1,278 on the day Metro shut down and 1,178 on Bike to Work Day in 2015, based on data from our new trail counter. The Edgewood Met Branch Trail pit stop is organized by the adjacent community with support from Bicycle Space, Gearin' Up Bicycles, WABA, the Rails-to-Trails Conservancy and our newest member Menkiti Group. The stop's volunteers enthusiastically cheer on passing cyclists and offer free repairs.

Fairfax Government Center: The pit stop had 136 registrants. The event was held from 6:30am to 9am at the Government Center.

Fairfax City: The pit stop had 125 registrants. The event was held from 6am to 9am at the Old Town Square.

Fair Lakes: There were 79 registrants for the pit stop. The event was held from 6am to 9am at the Fair Lakes Shopping Center.

Falls Church: There were 370 registrants for the pit stop. The event was held from 6:30am to 9am on the W & OD Trail by Little Falls Street.

Fort Totten: There were 49 registrants for the pit stop. The event was held from 6:30am to 9:30am at the Fort Totten Metro station.

Fort Belvoir: There were 21 registrants for the pit stop. The event was held from 7am to 9am and 11:30am to 1pm at the Mt. Vernon Highway gate to the base.

Franklin Square (DC): There were over 300 registrants for this new pit stop open from 7:30 am to 9:30 am at 1225 Eye Street NW across from Franklin Square Park – exceeding the registration goal by 100 riders! The site host, International Republican Institute, provided 15 volunteers to give out food and drink from area businesses including Atrium Café, Bolt Catering, Franklin Grill, P&R Enterprises and Panera Bread. In addition, there were also raffle items donated by &pizza, Blue Ridge Revolutions, Bobby Van's, Buredo, goDCgo, and Yoga District.

Freedom Plaza (DC): The pit stop had 847 registrants. The event was held from 7am to 9am.

Frederick: Frederick's pit stop had almost 370 registered riders with nearly 200 participants at the event. Registration was a bit lower for 2016 than for 2015's event due to unpredictable spring weather.

Enthusiasm was high at the pit stop where riders enjoyed food and drinks donated by The Fractured Prune, Wegmans, The Common Market, Gravel & Grind, and more. The crowd was welcomed by Senator Ben Cardin's representative Robin Summerfield, Frederick County Executive Jan Gardner, Frederick City Mayor Randy McClement, Frederick City Alderwoman Kelly Russell, and Major General Brian Lein, Commanding General for the U.S. Army Medical Research and Material Command and Fort Detrick. The emcee was John Fieseler from the Tourism Council of Frederick County. The Frederick County Parks & Rec department provided tables and chairs for food suppliers and vendors, which included The Bicycle Escape (who also donated a bike for the raffle) and KEY103. Riders were also entered into a raffle to receive bike accessories, gift certificates from Glory Doughnuts and The Common Market, and bike lights from TransIT.

The annual pre-event Registration Celebration was held at Clemson Corner Shopping Center on Friday, May 13th. The Bicycle Escape allowed us to set up a registration table at their store. Retailers provided free massages (Massage Envy), the Frederick

Wine House had wine and cheese tastings at their storefront and pizza was donated from Coal Fire Pizza. About 50 people participated in the event.

Friendship Heights: There were 143 registrants for the pit stop. The event was held from 6:30am to 9am at Wisconsin Place Plaza.

Gaithersburg: There were 164 registrants for the pit stop. The event was held from 7am to 9am along Orchard Ridge Drive at Great Seneca Highway.

Georgetown – Meigs Park and Waterfront Park (DC): The Georgetown BID hosted a pit stop for the fourth year in a row at the Georgetown Waterfront Park (DC) - and it was even bigger than last year! With over 600 bicyclists stopping by throughout the morning, we had great and enthusiastic crowds starting at 7:00 AM. Many of our Georgetown businesses and partners offered delicious treats, hot coffee and fun giveaways, including:

- SoulCycle – first ride free vouchers
- Grace Street Roasters – hot coffee and cold brew
- WABA – membership sign ups and bicyclist information
- Sprinkles - cupcakes
- Patisserie Poupon – French pastries and bottled water
- Dog Tag Bakery – baked goods and coffee
- Postmodern Foods – fresh juice samples
- North Face – giveaways and provided volunteers
- Georgetown Library – bicycle-themed books and library card sign-ups
- Georgetown BID – water bottles and other items

In addition to the above items, the Georgetown BID distributed the BTWD t-shirts, seat covers, light sets, donations from marquis sponsors, and did a raffle for the Dios Thronous saddle, one-year Capital Bikeshare membership, and bicycle accessories - plus added some Georgetown gift cards and swag into the pot of prizes. All were exceedingly grateful to win. With the large attendance, the giveaways ran out by 9:00, but nearly everyone who registered for a t-shirt got one, and all attendees got something to eat, drink, or take home. The great weather helped everyone attending and working the event stay enthusiastic, and this turned out to be the best bike to work day yet for Georgetown.

Glover Park: There were 91 registrants for the pit stop. The event was held from 6:30am to 8:30am in front of the Savoy Suites Hotel.

Golden Triangle – Farragut Square: This year, 342 people registered and 146 people came out for Bike to Work day. Our pit stop was open from 7am through 9:30 am, and throughout the morning, there was a very constant stream of folks coming through. Most who visited our stop were from the Farragut Square neighborhood, and many were folks who worked in the different Tower Companies office buildings. We had a raffle that took place for those who attended bike to work day, and there was some office competition

taking place among some building clients to see who could have the most people come out for the event. We had a lot of fun with the day's events, and we're looking forward to next year's bike to work day and hope to have even more people in attendance.

Golden Triangle – L Street (DC): There were 257 registrants for the pit stop. The event was held from 7:30am to 9am.

Greenbelt: Bike To Work Day 2016 was the fifth year for the Greenbelt Pit Stop. A committee of five City of Greenbelt employees organized the event at the Greenbelt Aquatic and Fitness Center. There were 127 bikers registered with 98 passing through. Jeff & Laurie Lemieux of Proteus Bicycles in College Park led 20 bikers on a convoy to downtown Washington DC. There was an express route directly to Freedom Plaza and a local route via College Park to Freedom Plaza.

Our sponsors:

- Bee Yoga Fusion led Stretching with Your Bicycle just prior to the convoy departure.
- A Proteus Bicycle mechanic provided light maintenance and safety checks on over 50 bikes.
- Raffles prizes generously donated by Arrow Bicycle and BicycleSPACE were distributed.
- Swag bags were provided to registered riders with items donated by the American Diabetes Association and Prince George's County Department of Public Works and Transportation.
- Breakfast food and drinks were donated by Greenbelt COOP and DrinkMore water.
- Funding provided by the Anacostia Trails Heritage Area supported raffle prizes, swag and breakfast food.

Haymarket: There were 10 registrants for the pit stop. The event was held from 6am to 9:30am at Haymarket Bicycles.

Herndon: There were 462 registrants for the pit stop, up 8% from 2015. The event was held from 5:30am to 10am with an afternoon stop from 4-6:30 p.m. Located between the Herndon Depot Train Museum and old Town Hall, just off the W&OD trail, the location is ideal for long and short range riders. The early opening appeals to many who are headed into the city. A-1 Cycling continues to sponsor the Town's pit stop, providing mechanical services, refreshments and give-aways. Participation by the Green Lizard bike shop, the town's police bike unit, Fairfax Alliance for Better Bicycling (FABB), Northwest Federal Credit Union and massage therapy from Quality Chiropractic made the event a success! As one of very few nice days this spring, riders were thrilled for the chance to be out on a beautiful morning and feel celebrated by the regional effort to promote Bike to Work Day.

Hyattsville Macgruder Park: There were 117 registrants for the pit stop. The event was held from 6:30am to 8:30am.

Indian Head: There were 62 registrants for the pit stop. Over 119 riders attended the event. There were 9 vendors with tables & displays promoting their services, events or programs. The Chick-fil-a cow and helped handout over 40 raffle prizes plus two 26" bikes, 1-for boys and 1-for girls. The pit stop received a Proclamation from the Charles County Commissioners. The pit stop also received a Maryland General Assembly Official Citation from the Southern Maryland Delegation. The Youngest Mayor in Maryland's 382 year old history and 3rd youngest in USA's history, rode his bike and worked with us all day.

Ivy City: There were 23 registrants for the pit stop. The event was held from 7am to 9am at the Historic Hecht Warehouse building.

Leesburg: - It was a beautiful morning for the 210 participants who visited the Leesburg Pit Stop on Bike to Work Day. Loudoun County Commuter Services' staff set up tents and tables for its festive event held adjacent to the W&OD Trail in Leesburg's Raffle Park. All were welcomed with coffee, juice, fruit, bagels, doughnuts and grab and go snacks. About 20 riders were identified as "instant winners" of a bike accessory or bike safety item at check-in. All participants were eligible to win a new bicycle which was given away through a random drawing at the end of the event.

Mechanics from Bicycle Outfitters assisted with adjustments and bike safety checks. Volunteers from Bike Loudoun continued their tradition of participating in the event as well.

While some 352 individuals had registered for the Leesburg stop, some chose to ride directly to their workplaces and made arrangements to pick up their free T-shirts, and giveaways (water bottles, lip balm and first-aid kits) at alternate times.

Manassas GMU: There were 57 registrants for the pit stop. The event was held from 6:30am to 9am at the Freedom Center.

Manassas Kelly Leadership Center: There were 22 registrants for the pit stop. The event was held from 6am to 9:30am near the route 234 bike trail.

Manassas VRE: The Mayor of the City of Manassas, Executive Director of Historic Manassas, Inc, Director of Neighborhood Services for the City of Manassas along with five other City of Manassas officials. Allen Muchnick donated his time and expertise in bike repair and bicycling routes in Northern VA to our cyclists. Coffee donated by Matt from Grounds Central Station, Manassas, VA. PRTC Representative Holly Morello greeted all the cyclists and presented the PRTC gift to our second cyclist of the day. Our first cyclist received the lock you provided (photo). VRE day passes were a hit.

Mclean: There were 65 registrants for the pit stop. The event was held from 6:30am to 9am at Greenberry's Coffee Shop.

Merrifield - Mosaic: The Mosaic pit stop had 104 registered riders this year. The event was held at Strawberry Park in Mosaic from 6:30-9:00 a.m. This year the pit stop had live acoustic music inviting riders to the pit stop along with Freshbikes providing bike tune-ups and safety checks for the riders. There was a photo booth available for the riders to take pictures with their bike and use props. The sponsors this year provided the riders with food, coffee, gift cards, goodie bags, giveaways, and information.

Thanks to our sponsors:

- Freshbikes
- MOM My Organic Markets
- iEvents
- Shelby Blondell
- Le Pain Quotidien
- Nando's Peri-Peri
- Elevate Fitness
- Zengo Cycle
- CustomInk
- Spark Yoga
- ACE
- Center for Orthopaedics & Sports Medicine
- FABB
- CAVA
- American Diabetes Association

Mt. Vernon Triangle (DC): There were 327 registrants for the pit stop. The event was held from 7am to 9am at BicycleSPACE.

Mt. Vernon – Collingwood Park (VA): There were 36 registrants for the pit stop. The event was held from 6:30am to 8:30am at Collingwood Park.

National Geographic Society: National Geographic Society played host to hundreds of cyclists for Washington DC's 2016 Bike to Work Day. Nearly 500 cyclists registered to the Nat Geo pit stop and enjoyed coffee (courtesy of Peet's), snacks, music, raffle prizes, chair massages, bike maintenance (courtesy of The Bike Rack), and more. Participants also learned about other ways to care for our planet and support cycling in the region thanks to representatives from WABA, goDCgo, DC Water, Climate Ride, the Anacostia Watershed Society, and Enterprise Carshare. Riders were also encouraged to join National Geographic's BioBlitz, a free event to celebrate biodiversity, which took place over the weekend on the National Mall and in other green spaces in the region.

NIH: There were 466 registrants for the pit stop. The event was held from 7am to 9:30am at Building One on the NIH campus.

Naval Support Activity: For this year's event we teamed up with USO and the Navy Morale Welfare and Recreation Office to host our pit stop. We had about 100 register and about 80 attend. The Bike to Work Day event was held on the same day as the Invincible Spirit Festival featuring the Lt Dan Band with Gary Sinise and Chef Robert Irvine. We had our table at the festival site. The festival was held later in the day so our event assisted in advertising that event. This year the U.S. Navy won the regional Bike to Work Day award and we hosted the luncheon to accept the award.

NOMA: There were 520 registrants for the pit stop. The event was held from 7:30am to 9:30am. The NOMA BID hosted the event and provided food and drink along with NOMA t-shirts. BicycleSpace provided tune-ups and safety checks for riders.

North Bethesda: On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff eagerly welcomed cyclists and participants at the US Nuclear Regulatory Commission Plaza (NRC). Each registered participant received a Bike to Work Day t-shirt, towel, bike maps and other goodies. They were treated to a variety of breakfast foods donated by our great sponsors – Aurora Apartments, Enterprise Carshare, Enterprise Rideshare, Friends of White Flint, Wentworth House, and the Pike District. Prizes and gift certificates were generously donated by &Pizza, Bob's Bikes, Harris Teeter, Pike & Rose, Progressions Salon Spa Store, RetroFitness, Seasons 52, Strathmore, and The White Flint Partnership. A very special thank you to our host, NRC, for another great year!

Under our tent, prizes, raffle drawings and announcements were made every 15 minutes and music was provided throughout the event. Commuter Connections' Guaranteed Ride Home Program was promoted using a large poster that was prominently displayed at the pit stop.

Montgomery County Council President Nancy Floreen presented the County's Bike to Work Day proclamation and Councilmember Hans Riemer spoke of his upcoming Bike Summit and bicycle improvement projects in the County. Dee Metz, White Flint Coordinator for the Montgomery County Executive's Office helped in presenting awards. The grand prize, a new bike, was presented to Amy Voitach by Bob Mallasch, owner of Bob's Bikes and Councilmember Riemer. An ecstatic Amy, who accepted the bike along with her husband and children, won a Sun Folding F7 bike! Members of the Voitach family have participated in Bike to Work Day since 2002!

Oxon Hill: There were 62 registrants for the pit stop. The event was held from 6:30am to 8:30am near the bike trail below the Woodrow Wilson Bridge.

Port Towns: Edmonton had a great morning! We had 29 register for the AM and everyone showed up. We ran out of shirts! Total we had 50 riders come by between 7am-9am. Which is more than last year (this is just our second year now).

Reston: Sponsored by Reston Association and Comstock Partners. We had 543 registered participants for BTWD. Of those registered, 307 rode to the Wiehle-Reston

East Metrorail Station. Riders were treated to a free breakfast from Great Harvest Bread Co., Einstein Bagels, Hometown Harvest and Whole Foods Market. Coffee was provided from Leidos.

Groups who attended:

- Beloved Yoga
- Comstock Partners/BLVD at Reston
- Fairfax Advocates for Better Bicycling
- Fairfax Co. Dept of Transportation, Bicycle and Pedestrian Program
- Fairfax County Police – Bike Team
- Friends of the W&OD
- IPAR (Initiative for Public Art – Reston)
- Leidos
- NOVA Parks
- Performance Bicycle
- Reston Association
- Reston Association's Multimodal Transportation Advisory Committee
- Reston Bike Club
- Reston Town Center Association & LINK
- The Bike Lane
- Tour de Cure (American Diabetes Association)
- WABA
- YMCA-Fairfax County Reston

Larry Butler, of Reston Association, introduced Reston Association's Board President, Ellen Graves as well as the Hunter Mill District Supervisor, Cathy Hudgins. Both spoke to the crowd briefly.

The Bike Lane & Performance Bicycle checked out cyclists' bikes to make any necessary adjustments, The Connector Bus trained riders on how to put their bike on the front of their buses and Amazing Race Timing donated bike racks for the day.

DJ Theo donated his time to have music and trivia contests throughout the event. There were over 40 door prizes given out throughout the morning. Fairfax County Auxiliary Police crossed riders at one of our busy intersections and members of the Fairfax County Bike Team attended the event.

Rock Springs: Marriott International's parking lot was the location for the Rock Springs Business Park pit stop, which was visited by 65 riders who rode to work for a total of 1052 miles (morning and evening commutes combined). The average distance was 16.18 miles. The sponsors were Corner Bakery and All American Bicycles (featuring a bike clinic for repairs).

Marriott employees and sponsors were on site to welcome the cyclists as they arrived.

Everyone took part in the food, music and prizes featured at this year's pit stop. A TREK bicycle was the grand prize.

Rockville Falls Grove: There were 215 registrants for the pit stop. The event was held from 6:30am to 8:30am at the Falls Grove Village Center.

Rockville Town Center: There were 212 registrants for the pit stop. The event was held from 6:am to 9am at the Rockville Town Center.

Rockville Twinbrook: There were 146 registrants for the pit stop. The event was held from 7am to 9am at 5635 Fishers Lane.

Silver Spring Discovery: There were 441 registrants for the pit stop. The event was held from 6:30am to 9am at Discovery Place.

Springfield: There were 123 registrants for the pit stop. The event was held from 6:30am to 8:30am by the Franconia-Springfield Metro station.

Sterling: Some 352 individuals selected the Sterling Pit Stop when registering for Bike to Work Day 2016. They planned wisely; as it was a picture-perfect day along the W&OD Trail just east of Route 28 in Loudoun County.

Dedicated staff from Orbital ATK helped Loudoun County Commuter Services' staff welcome the 272 participants who visited the pit stop with coffee, juice, fresh fruit, pastries and grab and go snacks. The participants picked up T-shirts as well as branded lip balm, zippered first-aid kits, and water bottles. An array of bicycle accessories and safety equipment was given to random instant winners upon check-in.

Staff from Loudoun Water provided coolers of drinking water for refilling bicyclists' bottles. Mechanics from Spokes Etc. assisted with a bike stand for making adjustments. A new bicycle was displayed and given to one participant through a random drawing. Additionally, volunteers from Bike Loudoun and outreach staff from the Dulles Metro project were on hand to share information and join the others in thanking participants for taking their cars off the road.

Suitland: At Suitland, we had 39 people register. Approximately 25 cyclists stopped, including a few that happened to be riding through, but hadn't registered. Most of the cyclists were ending their ride at Suitland Federal Center, but we had one rider heading into DC, one to Andrews, and two teachers heading to an elementary school off Suitland Road near Morningside.

Takoma Park – Old Takoma – Silgo Creek – Langley Crossroads: Three pit stops in Takoma Park attracted over 200 registrants. Thanks goes to Bruce Sawtelle from Takoma Bicycle, who managed the Old Takoma pit stop at the gazebo in Takoma Urban Park, Melanie Isis from the Takoma/Langley Crossroads CDA who managed the

pit stop in bustling Takoma/Langley Crossroads, and to IHOP Takoma Park for providing snacks and good spirits at the verdant Sligo Creek Trail pit stop.

Tysons Corner: There were 89 registrants for the pit stop. The event was held from 6:30am to 10am.

Union Market (DC): Union Market hosted our 1st Bike to Work Pit Stop on May 20th from 7am – 9am. 89 participants registered in advance, while another 16 registered on the day of. Food was provided by Buffalo & Bergen and Peregrine Espresso with free samples from Follain. Gearin'Up Bicycles was on hand for tune-ups and safety checks for riders. Thanks goes to WABA and goDCgo for their participation as well.

Vienna: There were 357 registrants for the pit stop. The event was held at the Town Green from 6:30am to 8:30am.

White Oak/FDA: The Office of Facilities Engineering and Mission Support Services' (OFEMS) Logistics and Transportation Management Branch (LTMB) sponsored a Pit Stop from 7:00 a.m. to 9:00 a.m. for any bicyclist commuting that day. This was held in front of the historic FDA Building 1. LTMB had 6 volunteers that provided refreshments to include; water, coffee, juice, doughnuts, muffins, fruit and each bicyclist registered for our pit stop received a 2016 BTWD T-Shirt. The Montgomery County Police Department provided an officer to hand out literature and to answer questions about registering a bicycle with the department. The first bicyclist arrived around 6:40 a.m. and eventually had 77 bicyclists used the pit stop. Of those, 27 were from outside organizations. The final number of registered bicyclist for the White Oak/FDA pit stop was 112. A great sunny day for those who chose to bike to work and a great time had by all.

Woodbridge Chin Center: There were 43 registrants for the pit stop. The event was held from 6am to 9am.

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

Woodbridge VRE Station: There were 30 registrants for the pit stop. The event was held from 6am to 9am.

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 University of Maryland with 148 registrants.

Federal Employers

Administration for Children of Families	Administrative Office for the U.S. Courts
Architect of the Capitol	Army National Guard
Bureau of Labor Statistics	Bureau of Land Management
CFTC	Defense Logistics Agency
EEOC	FDIC
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
FEMA	Federal Reserve
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Goddard Space Flight Center	Government Accountability Office
Government Publishing Office	
Internal Revenue Service	Fish and Wildlife 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 Census Bureau
US Coast Guard	US Department of Treasury
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Defense
US Department of Education	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Housing and Urban Dev.
US Department of Justice	US Department of Labor
US Department of the Interior	US Department of State
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
Veterans Affairs	FERC

State and Local Governments

Arlington County	Charles County
City of Alexandria	City of Bowie
City of College Park	City of Fairfax
City of Falls Church	City of Frederick
City of Gaithersburg	City of Greenbelt
City of Hyattsville	City of Rockville
City of Vienna	DC Council
District of Columbia	Fairfax County
Frederick County	Loudoun County
Maryland- NCPPC	Montgomery County
Prince George's County	Prince William County
State of Maryland (including MDOT, MTA and others)	
Commonwealth of Virginia (including VDOT and VDRPT)	
Town of Herndon	Town of Leesburg

Private/Non-Profit Sector Employers

2U, Inc	A-1 Cycling
AARP	ABC
ABS Consulting	Abt Associates
Accenture	ACDI
Achieve, Inc.	Actionnet
Acumen Solutions	Adaptive Methods
Adaved	Advanced BioScience Laboratories
Advanced Simulation Technology, Inc.	Advisory Board
AECOM	Aerospace Corporation
AES Corporation	Afterschool Alliance
Agence France-Presse	AHC Inc.
Air Force Association	Airbus Americas
ACHRI	Airlines for America
Airport Consultants Council	AKQA
Akridge	Alarm.com
Alex Levay PLLC	Alexander Street Press
Alion Science & Technology	All Native Group
Alliance for Justice	Allied Telecom Group
Allstate	Alphataraxia
Alston & Bird	Amazon
American Association for the Advancement of Science	
American Bankers Associations	American Chemical Society
American College of Cardiology	American Federation of Teachers
American Councils for International Education	American Institutes for Research
American Psychological Association	American Public Health Association
American Red Cross	American Society of Civil Engineers

American Society of Clinical Oncology	Amtrak
AOL	Appian
Apple	Apple Federal Credit Union
Applied Predictive Technologies	Arlington Transportation Partners
Arnold & Porter	ASHA
Association of American Medical Colleges	Association of State and Territorial
Health ASTHO	AstraZeneca
AT&T	Atlantic Media
BAE	Bain & Company
Battelle	Bechtel
BicycleSpace	Bloomberg BNA
Boeing	Booz Allen
Bread for the City	Bread for the World
British Embassy	Brookings Institution
CACI	Capital One
Capital City Charter School	Casey Trees
CEB	Center for American Progress
Center on Budget and Policy Priorities	CFPB
CGI Federal	Chemonics International
Children's National Medical Center	Comcast
Community Forklift	CommuterDirect.com
Conservation International	Corporate Executive Board
CoStar Group	Covington & Burling LLP
CQ Roll Call	CSC
CustomInk	Cvent
DAI	Defenders of Wildlife
Dell	Deloitte Consulting LLP
Deltek	Dickstein Shapiro
DigitalGlobe	Discovery Communications
DMI	Downtown DC BID
Earthjustice	Eastbanc Technologies
Economic Policy Institute	Embassy of Denmark
Embassy of Japan	Embassy of Sweden
Engility	Entheos
Environmental Defense Fund	Esri
Evolent Health	Exelis
Fannie Mae	FHI 360
Finnegan	FINRA
FiscalNote	Food & Water Watch
Freddie Mac	Frederick Memorial Hospital
Geico	General Dynamics
Gensler	Grant Thornton
Greenpeace	Hanley Wood
Hannover Research	Henry M. Jackson Foundation
Hewlett-Packard	Hilton Worldwide
HOK	Host Hotels & Resorts

HDR	Hughes Network Systems
IADB	IBM
ICF International	IDA
Inova Fairfax Hospital	Intelsat
InterAmerican Development Bank	
International Food Policy Research Institute	International Monetary Fund
International Foundation for Electoral Sys.	Investment Company Institute
International Republican Institute	John Snow, Incorporated
Jacobs	Kaiser Permanete
Jones Lange Lasalle	KPMG
Kimley-Horn	L-3 Communications
Kuwait-America Foundation	LCPS
L-3 National Security Solutions	Leidos
League of American Bicyclists	Lockheed Martin
LMI	Management Systems International
Management Sciences for Health	Mantech
Mantech International	Maryland School for the Deaf
Marriott	Mathematica Policy Research
Massage Envy	McKissack & McKissak
McChrystal Group	Medstar
Medimmune	MetroStar Systems
Metropolitan Washington COG	Microstrategy
Microsoft	MITRE
Millenium Challenge Corporation	MPR
Moko Social Media	NAFSA
Mundo Verde Public Charter School	National Alliance for Hispanic Health
National Academy of Sciences	National Center for Health Statistics
National Cancer Institute	National Education Association
National Democratic Institute	National Fish and Wildlife Foundation
National Endowment for Democracy	National Geographic
National Gallery of Art	National Institutes of Health
National Geographic Society	NRECA
National Institute of Mental Health	School Without Walls
National Institute of Standards and Technology	National Library of Medicine
National League of Cities	National Science Foundation
National Parks Conservation Association	REI
National Wildlife Federation	Navy Federal Credit Union
Natural Resources Defense Council	Neustar
Navigant	Northrop Grumman
Noblis	Nuance
NPR	Opower
Oceana	Orbital Sciences
Oracle	PATH
Organization of American States	Pan American Health Organization
Palantir	Partners of the Americas
Parsons	

Peace Corps
 Performance Bike Count
 PNC Bank
 PricewaterhouseCoopers
 Quinn Evans Architects
 Raytheon
 Results for Development Institute
 Rockwell Collins
 RTI International
 SAIC
 SCS Engineers
 Shalom Baranes Associates
 SmithgroupJJR
 Social Impact
 Spokes
 SRA International
 Streetsense
 STV Incorporated
 The Aspen Institute
 The Cadmus Group
 The Kennedy Center
 The Nature Conservancy
 The Urban Institute
 Thermo Fisher Scientific
 Time Warner Cable
 Towers Watson
 Union of Concerned Scientists
 URS
 Verisign
 ViaSat
 Voice of America
 Washington Gas
 Washington Post
 Washington Waldorf School
 Washingtonian Magazine
 WaterReuse Association
 WeddingWire
 Wells + Associates
 Wells Fargo Home Mortgage
 Wentworth Green Strategies
 Western Union
 WETA
 Wiley Rein
 Williams & Conolly LLP
 Wilmerhale
 Winston & Strawn
 Population Services International
 Perkins Eastman
 Powell Tate
 Public Broadcasting Service
 RAND Corporation
 Reston Association
 Save the Children
 RTC
 Sabin Vaccine Institute
 Scitor Corporation
 Serco
 Silman
 Smithsonian Institution
 Social Tables
 Sprint
 Starbucks
 Studios Architecture
 Summit Consulting
 The Brattle Group
 The JBG Companies
 The Motley Fool
 The Pew Charitable Trusts
 The Washington Post
 Thomson Reuters
 Toole Design Group
 Transaction Network Services
 United Nations Foundation
 Vencore
 Verizon
 Virginia Hospital Center
 WABA
 Washington Hospital Center
 Washington Suburban Sanitary Comm.
 Washington YuYing Charter School
 Water Environment Federation
 WDG Architecture
 Wellness Corporate Solutions
 Wells Fargo
 Wendel Companies
 Westat
 Westin
 Whitman-Walker Health
 Wiley/Wilson
 Willis Towers Watson
 Winrock
 WMATA

Wolfman & Associates
Woodrow Wilson International Center
World Learning
World Wildlife Fund
WSP Parsons Brinckerhoff
Xerox
YMCA
Zeta

Women Thrive Worldwide
World Bank
World Resources Institute
WorldStrides
Wyle Aerospace
XO Communications
Youth Day Ministries

Universities and Colleges

American University
Frederick Community College
George Mason University
Georgetown University
Marymount University
National Defense University
Strayer University
University of Maryland
Virginia Tech University

Catholic University
Galludet University
George Washington University
Gonzaga College High School
Montgomery College
NOVA Community College
Uniformed Services University
University of Virginia

Radio Advertising and Website

This year, radio advertising targeted adults ages 25-49, with additional focus on women and minorities, with a household income above \$30,000. Hot 99.5, WPGC, 97.1 WASH and DC101 ran :60 second radio ads. WASH, HOT 99.5, and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation.

In addition to paid media spots, an estimated \$2,250 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a social media promotion.

iHeart Radio Tweets


The image shows a screenshot of three tweets from radio stations promoting Bike to Work Day. The tweets are arranged in a staggered layout. The top tweet is from DC101 (@DC101), dated 6:00 AM on May 17, 2016. The middle tweet is from HOT 99.5 (@hot995), dated 31m ago. The bottom tweet is from 97.1 WASH-FM (@washfm), dated 5:59 AM on May 17, 2016. All tweets include the website biketoworkmetrodc.org and the hashtag #AD.

DC101 @DC101
Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD
6:00 AM - 17 May 2016


HOT 99.5 @hot995 - 31m
The first 15k to register at biketoworkmetrodc.org for Bike to Work Day get free t-shirt at the event & entered to win a bicycle! #AD

97.1 WASH-FM @washfm
Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD
5:59 AM - 17 May 2016

Web Site



BIKE TO WORK DAY 2016 FRIDAY MAY 20



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.

Registration Opens March 2016


Pit Stops


Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Sponsors





Social Media




The screenshot shows the Facebook page for "Bike to Work Day". At the top, there is a search bar with the text "Bike to Work Day" and a search icon. To the right of the search bar are navigation links for "Ruth", "Home", and "Find Friends", along with a profile picture icon. The main cover photo features a person in a dark suit standing on a set of stairs with a bright yellow bicycle. To the right of the photo is a yellow banner with the text "BIKE TO WORK DAY 2016 FRIDAY MAY 20". Below the banner, the website "www.biketoworkmetrodc.org" and the phone number "800.745.RIDE" are listed. There are buttons for "Sign Up", "Like", "Message", and a three-dot menu. Below the cover photo, there are navigation tabs for "Timeline", "About", "Photos", "Reviews", and "More". On the left side, there is a sidebar with the following information: "1,913 people like this" (with a small photo of Michelle Beatrice Schiess and Jason LaRosa), "39 people have been here", "Invite friends to like this Page", and "4.1 of 5 stars · 15 reviews" (with a "View Reviews" link). Below this is an "ABOUT" section with a map showing the location at the intersection of H St NW and H St NE. The main content area shows a status update from "Bike to Work Day" stating they updated their cover photo on February 2 at 9:58am. Below the update is a smaller version of the cover photo.

Home Moments

Search Twitter

Have an account? Log in



BIKE TO WORK DAY 2016

FRIDAY MAY 20

800.745.RIDE www.biketoworkmetrodc.org

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
220	274	1,616	145	2

Follow

Commuter Connections

@BikeToWorkDay

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


Washington DC
biketoworkmetrodc.org
Joined April 2009

25 Photos and videos

Tweets Tweets & replies Photos & videos

Commuter Connections @BikeToWorkDay · 19 Nov 2015

Winner winner! Congrats to Kevin Hovis for winning this Gotham bike from rei.com! #BTWD



New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

- goDCgo @goDCgo
- BicycleSPACE @BicycleSPACE
- Capital Bikeshare @bikeshare
- WABA @WABADC
- BikeArlington @BikeArlington

Outreach to Women and Minority Groups

For the first time ever, a female announcer voice was used for the radio ad.

Tactics to increase awareness of BTWD with women and minority groups to encourage their participation included:

1. Develop a stakeholder database of women/minority organizations and media.
2. Conducted outreach to organizations such as U.S. Black Chamber, Washington DC Women's Business Center, Greater Washington Women's Network, and others.
3. Offer a cycling seminar.
4. Create earned media opportunities featuring women/minority cyclists or organizations.
5. Develop bike advocate mini-campaigns that included interviews with TPB members.

Proclamation



Proclamation

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

WHEREAS, bicycle commuting benefits both employees and employers through better employee health and fitness, reduced commuting and parking costs; and

WHEREAS, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage bicycle commuting; and

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

WHEREAS, Capital Bikeshare's regional bike sharing system has hundreds of stations within the District of Columbia, Alexandria, Arlington, and Montgomery County; and

WHEREAS, the National Capital Area Transportation Planning Board through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

WHEREAS, the week of May 16th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

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

1. Proclaims Friday, May 20, 2016 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.

Chair, National Capital Region Transportation Planning Board

Proclamation Signing



The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 18th, 2016 designating May 20th as the Regional Bike to Work Day. The proclamation outlined 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 Chairperson, Timothy Lovain, Chairman Alexandria City Council.

MARKETING MATERIALS

Rack cards 3¼ x 8½" (56,000)

Posters 8½" x 11" (29,000, plus 500 were in Spanish)

Posters 22" x 28" 500

T-Shirts (14,000)

Banners 8' x 4' for the 87 pit stops

Newspaper display ads

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 2016 BTWD campaign all carried the same uniform look and feel and were targeted to employers and cyclists throughout the region. The posters were mailed to employers along with a cover letter. Employers were also emailed an html version of the poster with a link to the event web site. An e-mail blast was also sent to the previous year's registrants.

Vinyl Banner

EDGEWOOD-MET BRANCH TRAIL
On the Metropolitan Branch Trail
Above Rhode Island Avenue, NE
7:00 am to 9:00 am

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION Takoma Bicycle KREI

BIKE TO WORK DAY 2016 FRIDAY MAY 20 Register at BIKETOWORKMETRODC.ORG or call 800.745.7433

ICF INTERNATIONAL LOCAL MOTION BICYCLE SPACE Bike Arlington THE JBG COMPANIES Marriott

Poster



BIKE TO WORK DAY 2016 FRIDAY MAY 20

COMMUTER CONNECTIONS® WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle     **Bike  Arlington**

  **Marriott**  

     **KIMPTON®**
hotels & restaurants

 **FELT**    **BicyclePASS**
PARKING AND SHARING SOLUTIONS

Pre-register by May 13 for Free T-shirt* and Bike Raffles!    

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 15,000 who register.
Over 80 pit stops throughout D.C., Maryland, and Virginia.

  #BTWD2016


bike to work day 2016

Bike to Work Day is also funded by D.C., MD, VA and U.S. Departments of Transportation.

Printed on recycled paper

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433

Spanish Poster



DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016 VIERNES 20 DE MAYO




























Regístrese previamente antes del 13 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

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

*Camisetas disponibles en las ubicaciones de salida a los primeros 15.000 participantes que se registren.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433









#BTWD2016



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

Printed on recycled paper

Rack Card Front



**BIKE TO
WORK
DAY 2016
FRIDAY MAY 20**

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

**Pre-Register by May 13
for free T-shirt* and
bike raffle!**

**FREE FOOD, BEVERAGES and
GIVEAWAYS at all locations**

Over 80 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

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

*T-shirts available at pit stops to
first 15,000 registrants.

  #BTWD2016


bike to work day
2016

Rack Card Back



Takoma Bicycle



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



Printed on recycled paper

T-Shirt

The T-Shirt was grey with yellow lettering.



Media Coverage

A total of 126 media placements were generated across print, internet, radio, and television for BTWD in 2016.

BTWD 2016 Media Coverage

Print/Online Coverage - 115		
2/3/2016	Washingtonian	DC Will Close the Roads in May so 8,000 Cyclists Can Ride
3/14/2016	Bike Arlington	Bike to Work Day 2-16 event details
3/15/2016	DCist	Gear Up For Spring: Bike To Work Day Registration Is Open
3/16/2016	Greater Greater Washington	Breakfast links: The day the Metro stood still
3/17/2016	Washington City Paper	DDOT: Metropolitan Branch Trail Extremely Popular During Metro Shutdown
3/18/2016	Washington Post	Without Metrorail, Wednesday's commute was merely bad. Why wasn't it worse?
3/22/2016	New Columbia Heights	Registration now open for Bike to Work Day 2016, which is May 20
3/22/2016	Prince William Living	Bike To Work Day 2016
3/22/2016	Technal.ly DC	These data visualizations show how DC gets around when there's no Metro
3/22/2016	The Bay Net	Register for D.C. region's 16th Annual Bike to Work Day
3/23/2016	Ashburn Patch	Bike to Work Day Set for May 20
4/6/2016	Mclean Patch	Registration Open for Bike to Work Day on May 20
4/15/2016	Alexandria News	16th Annual Bike To Work Day
4/26/2016	goDCgo	Pedaling Forward! Bike to Work Day is Friday, May 20
4/27/2016	WABA	Can you help me out in May?
4/28/2016	The Connection	Bike to Work Day is Friday, May 20
4/30/2016	On Tap	Biking in the City
5/2/2016	Frederick News-Post	Frederick, Rockville video competition highlights bike month
5/2/2016	Prince William County	Residents Encouraged to Participate in Bike to Work Day on May 20
5/3/2016	Capital Bikeshare	Bike to Work Day is Back
5/4/2016	Falls Church News-Press	New Location Planned for Bike to Work Day Pit Stop
5/4/2016	News-Gazette	Come along for the ride
5/4/2016	WABA	Ready for something really big?
5/5/2016	Bicycle Space DC	May is Bike Month
5/9/2016	Washington Post	Loudoun County news briefs

5/10/2016	Downtown DC BID	Join the DowntownDC BID on Bike to Work Day May 20 at Freedom Plaza
5/10/2016	Washington Area Bicyclist Association	How to Prepare for Bike to Work Day 2016
5/11/2016	Red Brick Town	Bike to Work Day 2016 in Alexandria and the DMV #BTWD2016
5/11/2016	Falls Church News-Press	F.C. to Host Bike to Work Day Pit Stop on May 20
5/11/2016	Greater Washington Women's Network	GWWN Community Resources Information Newscast No. 6
5/11/2016	Mass Transit	Frederick Organizations to Partner for 2016 Bike to Work Day Events
5/11/2016	Washingtonian	See How Four Washingtonians Bike to Work
5/12/2016	Frederick News-Post	Leafy Greens: All about that bike
5/12/2016	Takoma Voice	Bike Month
5/12/2016	The Journal	NSAB Set to Join in Bike to Work Day
5/12/2016	Washington Area Bicyclist Association	Bike to Work Day 2016: What You Should Expect
5/13/2016	Arlington Transportation Partners Blog	Bike to Work Day is in One Week
5/13/2016	Defense Video & Imagery Distribution System	NSAB Set to Join in Bike to Work Day
5/13/2016	National Capital Region Transportation Board	Check out some cool BTWD videos
5/16/2016	Active Life	Visit KIND Snacks during Bike to Work Day DC!
5/16/2016	Bike and Roll DC	3 Can't-Miss Events for the Really Big Bike Weekend
5/16/2016	Frederick News-Post	6 things to know for the week of May 16
5/16/2016	Hill Now	'Bike to Work Day' Pit Stops to Give Away Shirts, Refreshment to Bikers on Friday
5/16/2016	U.S. PRIG	GOOD THINGS COME TO THOSE ON BIKES
5/16/2016	Washington DC Patch	Wacky 'Tour de Fat' Party Coming to Yards Park This Weekend
5/16/2016	Washington Post	Bike to Work Day may have special value this year
5/16/2016	White Plains Daily Voice	Leave The Car At Home For National Bike To Work Week, White Plains
5/17/2016	Bowie Patch	Bike to Work Day 2016: Bowie, PG County Pit Stops
5/17/2016	DC Sun Times	Get in Gear: Bike to Work Week Has Arrived (repost from DC Curbed)
5/17/2016	DC Curbed	Get in Gear: Bike to Work Week Has Arrived
5/17/2016	Frederick News-Post	Health & Fitness Calendar — May 17
5/17/2016	National Capital Region Transportation Board	How I decided to ride on Bike to Work Day
5/17/2016	The Connection	Arlington: Gearing Up for Bike to Work Day

5/18/2016	Architect of the Capitol	A Passion for Pedaling
5/18/2016	DCist	Bike To Work Day Returns On Friday
5/18/2016	Fairfax City Patch	Bike to Work Day 2016: Fairfax City Pit Stops
5/18/2016	Greater Greater Washington	Friday is Bike to Work Day. Here's where to find a pit stop.
5/18/2016	Old Town Alexandria Patch	Bike to Work Day 2016: Alexandria Pit Stops
5/18/2016	Old Town Alexandria Patch	Gear Up for Bike to Work Day
5/18/2016	PlanItMetro	Bike to Work (or Metro) Day 2016
5/18/2016	Reston Now	Friday: Take a Ride on Bike to Work Day 2016
5/18/2016	Southern Maryland News	Commissioners Recognize May 20 as Bike to Work Day
5/18/2016	Washington Post	Alexandria-Arlington community calendar, May 19-26, 2016
5/19/2016	Bowie Patch	Bowie Bike to Work Day 2016: When and Where
5/19/2016	Downtown DC BID	Bike to Work Day is TOMORROW
5/19/2016	Popville DC Neighborhood Blog	It's Bike to Work Day Friday – Get Free Coffee and Lots More at 83 Pit Stops
5/19/2016	Takoma Voice	Bike to Work Day, 2016
5/19/2016	The Connection	Alexandria: Gearing Up for Bike to Work Day
5/19/2016	Washingtonian	Be Careful at These Intersections on Bike to Work Day
5/20/2016	Alexandria News	AAA Mid-Atlantic's First Anniversary Of Bicycle Roadside Assistance At Bike To Work Day In Washington Metro
5/20/2016	ARL now	Photos: Bike to Work Day in Arlington
5/20/2016	Ballston BID	Bike to Work Day
5/20/2016	Bethesda Magazine	Bike to Work Day; Airbnb Comes to Tax Agreement With County; Scholarship Winners
5/20/2016	Capital Gazette	Schuh, advocates highlight need for improvements on Bike to Work Day
5/20/2016	Center for Total Health	Bike to Work (or Lunch) Day 2016
5/20/2016	DC Bike Blogger	National Bike to Work Day 2016
5/20/2016	New Columbia Heights	Bike to Work Day is today: there's an afternoon pit stop at the Civic Plaza
5/20/2016	Root Chopper blog	Bike to Work Day 2016
5/20/2016	Takoma Voice	Photos: Bike to Work Day
5/20/2016	VOA News	US Cities Celebrate #BiketoWorkDay
5/20/2016	Washington City Paper	D.C. Councilmember Proposes Bill to Increase Bike Safety...Using Cars?
5/20/2016	Washington Post	Traffic, transit tips for the weekend
5/21/2016	Red Brick Town	Bike to Work Day 2016 (Photos)
5/21/2016	Red Brick Town	Bike to Work Day 2016 (Photos)
5/23/2016	Washington City Paper	Met Branch Trail Sees Record Use on Bike to Work Day
5/24/2016	DataLensDC	Bike to Work Day: By the Numbers
5/24/2016	Washingtonian	Bike to Work Day 2016, By the Numbers

5/25/2016	goDCgo	7 Ways to Make Your Business Bike Friendly All Year Long
5/26/2016	goDCgo	Bike to Work Day 2016
5/27/2016	Technal.ly DC	DataLensDC declares Bike to Work Day ‘a success across the region’
5/27/2016	WABA	Newsletter
5/31/2016	Greater Greater Washington	Breakfast links: Going anywhere?
6/1/2016	Washington Area Bicyclist Association	Thank You for Riding on Bike to Work Day
6/2/2016	Washington Post	D.C.’s plan for SafeTrack: cheaper Bikeshare, shared rides and extended rush-hour parking restrictions
6/2/2016	Washington Area Bicyclist Association	Celebrate Biking to Work (Again!) With Us On June 9th
6/19/2016	Rockville Patch	Rockville Bike to Work Day 2016: Where to Find Pit Stops
May, 2016	Red Brick Town	Bike to Work day 2016 (event posting)
May, 2016	American Planning Association	APA Staff Takes Part in National Bike to Work Day
May, 2016	Arlington Transportation Partners Blog	Bike to Work Day
May, 2016	Arlington's Car-Free Diet	Bike to Work Day 2016 event details
May, 2016	Capital Riverfront	Calendar Event
May, 2016	Capitol Hill BID	Bike to Work Day May 20th – Register for Our Pit Stop at Eastern Market Metro Plaza!
May, 2016	Falls Church VA	Bike to Work Day
May, 2016	Georgetown BID	Celebrate Bike to Work Day in Georgetown May 20, 2016
May, 2016	Golden Triangle DC	Start your morning with a leisurely bike ride to Farragut Park.
May, 2016	Greenbelt News Review	Greenbelt Pit Stop Serves May 20 Bike to Work Day
May, 2016	Greenbelt News Review	Newsletter Vol. 79, No. 25 (Bike to Work Day calendar posting)
May, 2016	Kabir Cares	Bike to Work - May 20, 2016
May, 2016	Main Street Takoma	Bike to Work Day
May, 2016	NoMa BID	Bike to Work Day 2016
May, 2016	Potomac Pedalers	Bike to Work Day May 20, 2016
May, 2016	REI	Bike to Work Day 2016 DC Metro
May, 2016	Sustainable NoVa	Bike To Work Day 2016
5/20/2016	The Wash Cycle	It's Bike to Work Day!
Television Coverage - 6		
5/16/2016	NBC 4 Washington	Freebies and Safety Tips for Bike to Work Day Friday
5/20/2016	WUSA 9	Hundreds take part in 'Bike to Work Day'

5/20/2016	WJLA	DMV residents celebrate Bike to Work Day
5/20/2016	WJLA	Finally (sunny) Friday before weekend brings the rain
5/20/2016	FOX 5 DC	Ditch the Car on National Bike to Work Day
5/20/2016	WJLA	Weekend forecast looking like a mixed bag
Radio Coverage - 5		
4/22/2016	WTOP	Bike to Work day organizers aim for more diversity
5/17/2016	WTOP	Will commuters choose to pedal for Friday's Bike to Work Day?
5/19/2016	WTOP	Local planners aim to prioritize unfinished and unfunded bike projects
5/20/2016	WMAL	Mornings on the Mall
6/3/2016	WTOP	DC mayor warns Metro work will slow all commuters

Minority Media Organization Outreach

Organization	Description
<u>Central American Resource Center</u>	Assists the Latino community in the DC region
<u>National Society of Hispanic MBAs: DC Chapter</u>	Chief connector for development resources for Hispanics in DC area
<u>NAAAP: DC</u>	Promotes the advancement and development of its members (Asian-American Professionals)
<u>National Black MBA Association, Inc.</u>	Dedicated to helping create partnerships that increase the wealth of the black community
<u>Northern Virginia Black Chamber of Commerce</u>	Committed to the growth and development of their member partners and those who work with them
<u>U.S. Black Chamber</u>	Provides advocacy for the realization of empowerment. Supports African-American businesses and chambers of commerce. Chapters are nationwide and Headquarters is in DC.
<u>DCBlack.com</u>	Provide an online platform for the growth and development of African-Americans
<u>National Association of Women Business Owners: Greater DC</u>	Association dedicated to assisting women business owners in their endeavors
<u>eWomen Network Washington DC Chapter</u>	Support members' products and services
<u>Washington DC Women's Business Center</u>	Serves women entrepreneurs in the DC capital region

<p><u>Greater Washington Women's Network</u></p>	<p>Promotes the growth of women's businesses through providing classes and services that stimulate growth</p>
<p><u>Alexandria Spokeswomen</u></p>	<p>Women and female-identifying persons who like to bike or use bikes to get around in Alexandria, Virginia</p>
<p><u>Black Women Bike DC</u></p>	<p>Black Women Bike is a sponsored project of the Washington Area Bicyclist Association. Our vision is that Black women and girls of all ages ride their bikes for fun, health, wellness and transportation. The mission of Black Women Bike is to build community and interest in biking among black women through education, advocacy and recreation.</p>
<p><u>We Are Casa</u></p>	<p>OUR MISSION: To create a more just society by building power and improving the quality of life in low-income immigrant communities. OUR VISION: A future with diverse and thriving communities living free from discrimination and fear, working together with mutual respect to achieve full human rights for all.</p>

<p><u>Boat People SOS</u></p>	<p>Through grassroots outreach and coalition building, BPSOS serves the needs of the Vietnamese immigrants and refugees in areas of health awareness, youth mentoring, community development, and victim services. Our peer advocates, attorneys, and other professional staff work together to offer culturally & linguistically appropriate direct services and referrals to Vietnamese communities across the US.</p>
<p><u>DC Eco Women</u></p>	<p>Our mission is to provide an educational forum for women that empowers women to become leaders in the environmental community and the world.</p>
<p><u>DC Department of Parks and Recreation</u></p>	<p>The DC Department of Parks and Recreation (DPR) provides quality urban recreation and leisure services for residents and visitors to the District of Columbia. DPR supervises many of the District of Columbia's recreation/community centers, parks, athletic fields, playgrounds, spray parks, tennis courts, community gardens, dog parks, aquatic facilities and features.</p>

News Social Media Support



Capitol Hill News @HillNowNEWS - May 16

Pit stops across the area will have free food and T-shirts for bike commuters on Friday hillnow.com/2016/05/16/bik ...



The DC Bike Blogger @DCBikeBlogger - May 20

Great #BikeDC ride. Great crowd. Great #BiketoworkDay2016. Thanks @WABADC, @BikeToWorkDay, @goDCgo, et al. #BTWD2016



DCist @DCist - May 20

Reminder: Today is Bike To Work Day. dcist.com/2016/05/bike_t...



5 9



City Paper @wcp - May 23

Met Branch Trail sees record use on Bike to Work Day washingtoncitypaper.com/news/city-desk ...



3 4



Washingtonian @washingtonian - May 19

Bike to Work Day is tomorrow. Will you be ready? [washingtonian.com/2016/05/18/get ...](http://washingtonian.com/2016/05/18/get...)



5 4

Sponsor Social Media Support



Bike and Roll @BikeandRollDC · May 20
Who else is jumping right into an ice bath after #BikeToWorkDay? Or is that just us? 😏👏

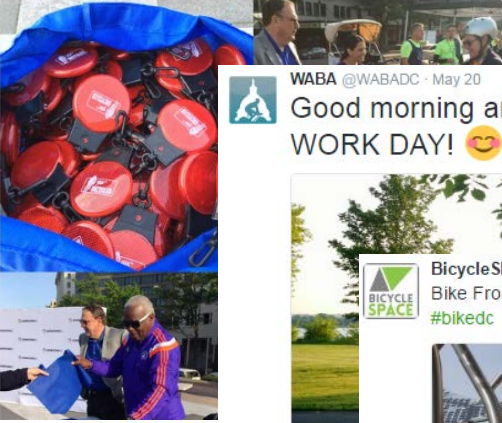
1 retweet 1 like

goDCgo @goDCgo · May 20

Wonderfully festive atmosphere at the @downtowndcbid @biketoworkday pit stop at #FreedomPlazaDC #BTWDC #BTWD2016

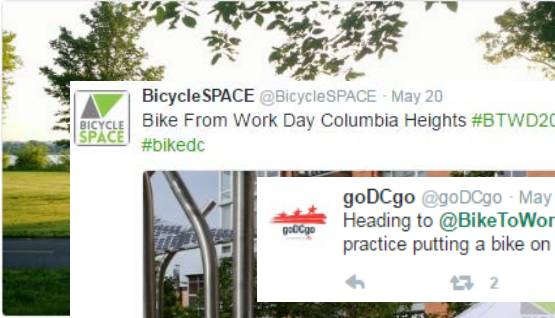


AAA Mid-Atl DC News @AAADCNews · May 20
It's a great day to bike to work! AAA at the Freedom Plaza pit stop in #DC. #btwd2016 #AAADCNews



WABA @WABADC · May 20

Good morning and HAPPY BIKE TO WORK DAY! 😊



BicycleSPACE @BicycleSPACE · May 20

Bike From Work Day Columbia Heights #BTWD2016 #biketothecolor #bikedc



goDCgo @goDCgo · May 19

Heading to @BikeToWorkDay tomorrow at #Freedomplaza? We'll let you practice putting a bike on a bus! @DowntownDCBid @DCCirculator

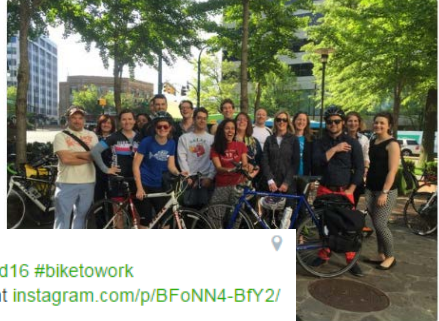
2 retweets 3 likes

Bike Arlington Ballston @Bil



Toole Design Group @tooledesign · May 20

Our Silver Spring office is doing #BiketoworkDay2016 in style!



BicycleSPACE @BicycleSPACE · May 20

abakedjoint with #hippiecrack at #btwd16 #biketowork #biketoworkday2016 @ A Baked Joint [instagram.com/p/BFoNN4-BfY2/](https://www.instagram.com/p/BFoNN4-BfY2/)

1 like

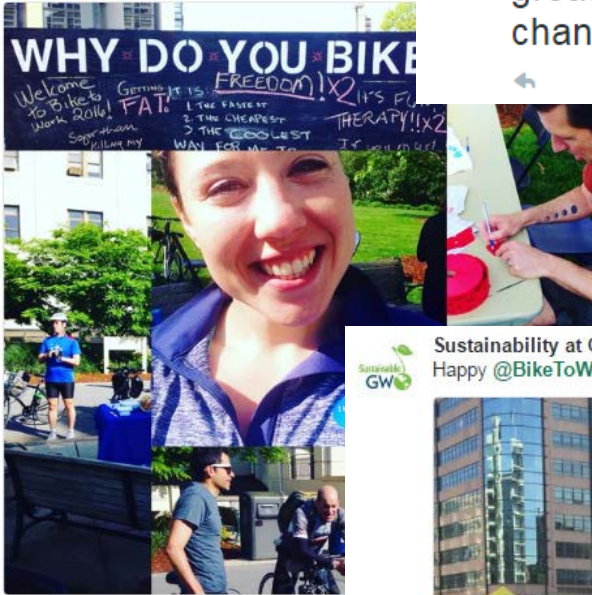
tions

University Social Media Support



AU Sustainability @GreenAU · May 20

Over 30 @AmericanU staff participated in #Biketoworkday2016 ! Thank pointers for @AUemployees , !



← ↻ 2 ❤️ 7 ⋮



AU Sustainability @GreenAU · May 19

Tomorrow is the day! #Biketowork for a great workout, a sticker, breakfast, and a chance to win prizes! bit.ly/1T1d2IH

← ↻ 2 ❤️ 1 ⋮



Sustainability at GW @SustainableGW · May 20

Happy @BikeToWorkDay #GWU! It's a beautiful day for bicycling. #BTWD2016



← ↻ 1 ❤️ 5 ⋮



GU Sustainability @SustainableGU · May 19

Upgrade your commute to 2 wheels and join us for @BikeToWorkDay tomorrow! Breakfast will be provided at @YatesFieldHouse #BikeGU #BTWD2016

← ↻ 2 ❤️ ⋮

Organization Social Media Support



IndonesianEmbassy DC @KBRIWashDC · May 20
 What a beautiful morning! Ambassador @b_bowoleksono & Embassy staff participate in @BikeToWorkDay #BTWD2016



5 9



Greg Billing @gregbilling · May 20
 The @DowntownDCBID Freedom Plaza @BikeToWorkDay pit stop is rocking #BTWD2016



4 11



Van Eperen @VanEperenAgency · May 19
 We look forward to seeing cyclists 6:30-8:30am tomorrow at the @BikeToWorkDay Fallsgrove pit stop! bit.ly/1fJyh4

1 1



Fairfax Connector @fxconnector · May 20
 Friendly reminder that with today's @biketoworkday event, you may see more bicyclists on the road during p.m. rush. #sharetheroad

Retweet, Like, and other social media icons



Council of DC @councilofdc · May 20
 As it wraps up, Happy Bike to Work Day-or as these folks call it-Friday #BiketoworkDay2016 #BTWD2016 #bikedc @WABADC



7 16



Kathleen Murphy @kmurphyva · May 20
 @BikeToWorkDay at Greenberry's in McLean - taking cars off the road is good for our communities & our health! #VA34



1 2

YouTube Social Support



Bike to Work Day 2016 - Bicycle Boot Camp

The City of Frederick
 + Add to Share More 623 views



Reston Today - Bike to Work Day 2016
 RestonAssociation
 + Add to Share More 202 views



Bike to Work Day 2016 - Pit Stops in Arlington
 CarFreeDart
 + Add to Share More 1,405 views



Bike to Work Day 2016
 cityofrockville
 + Add to Share More 38 views



FAIRFAX COUNTY BIKE TO WORK DAY MAY 20TH NCM SPOT
 #FocusVideos
 + Add to Share More 54 views



Reston Today - Great Turnout at Bike to Work Day
 RestonAssociation
 + Add to Share More 143 views



The Buzz: Bike to Work Day 2016
 PrinceWilliamCounty
 + Add to Share More 139 views

Photos and other Items
Adams Morgan



Alexandria/Carlyse



Alexandria Old Town



Arlington – Ballston



Capitol Hill/Eastern Market

