

Washington DC Metropolitan Region Bike to Work Day 2017 Event Draft Report



Prepared November 8, 2017 by:

Commuter Connections
Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002

Table of Contents

Acknowledgements – Page 3
Background/Executive Summary – Page 7
BTWD Growth by Year – Page 12
Sponsorship Declaration – Page 13
Sponsorships – Page 14
Highlights from Area Pit Stops - Page 15
Employer Participation – Page 34
Radio Script and Website Page 40
Social Media – 42
Proclamation – Page 45
Marketing Materials – Page 47
Media Coverage – Page 54
Outreach to Minority Media - 57
Social Media Support - 58
Photos and Other Promotional Items – 62

ACKNOWLEDGEMENTS

The 2017 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

Anderson	Vernon	National Institutes of Health
Barden	Kristin	Adams Morgan Partnership BID
Barnes	Rod	Edmonston Town Hall
Bazyluk	Katie	Capitol Hill BID
Beavers	Steve	City of College Park
Beckman	Erin	Historic Manassas, Inc.
Boyd	Elizabeth	Seabury Resources for Aging
Burch	Linsey	Edens
Burns	O'Shannon	National Geographic Society
Butler	Gary	Gary Butler Real Estate
Calico	Tara	621Events
Carlson	James	Montgomery County Commuter Services
Clark	George	Tri-County Council for Southern Maryland
Cosner	Daniel	Dumfries Volunteer
Cox	Marie	Arlington Transportation Partners
Davison	Joe	VeloCity Bicycle Cooperative
Dennard	Beth	Montgomery County Commuter Services
Deutsch	Heather	District Department of Transportation
Epps	John	Maryland Park Bicycles
Galen	Judy	Loudoun County
Goldbeck	Aaron	University of Maryland
Golden	Michelle	Montgomery County Commuter Services
Gregario	Eugenia	The Tower Companies
Gregor	Janet	Carlyle Council
Handsfield	Will	Georgetown BID
Hayes	Daniel	University of Maryland
Henry	Alli	WalkArlington
Holt	Rick	PWTSC

Hom	Tiffany	WHS Transportation Management Program Office
James	Lt. R. Caleb	United States Coast Guard
Johnson	Bertha	Woodbridge District Office
Kassengaliyeva	Saule	International Republican Institute
Kelley	Tim	BikeArlington
King	Graham	Urban Athletic Club
Koopman	Philip	BicycleSPACE
Kuprion	Josh	REI
Kurtz	Stephen	Edens
Kutruff	Julie	National Capital Parks-East
Lands	Ford	Spokes etc.
Lind	Adam	Fairfax County Department of Transportation
Manchas	David	Food & Drug Administration
Manney	Nancy-jo	Greater Springfield Chamber of Commerce
Manney	Nancy-jo	Springfield Chamber of Commerce
McGraw	Sheila	Arlington Transportation Partners
McPhail	Traci	North Bethesda TMD
McQuarrie	Michael	Naval Support Activity-Bethesda
Mejia	Jay	Fort Belvoir Safety Office
Mejia	Michelle	National Institutes of Health
Melman	Dan	Capitol Riverfront BID
Militello	Chris	Arrow Bicycle
Miller	Jude	Marriott International
Miller	Melanie	The JBG Companies
Miranda	Nohemy	Fairfax County Department of Transportation
Mumpower	Ollie	City of Gaithersburg
Myers	Christian	VeloCity Bicycle Cooperative
Nieter	Jared	Haymarket Bicycles
Nouri	Gail	WMATA
O'Brien	Kelly	City of Fairfax
Orr	Caterina	Van Eperen

Palmer	Jeff	Spokes etc.
Petty	Joe	Crystal City BID
Pittman	Dan	Chinn Aquatics & Fitness Center
Pittman	Dan	Prince William County Government
Pors	Claudia	goDCgo
Potter	Erin	BikeArlington
Principi	Frank	Prince William County Government
Rapelye	Meg	Phoenix Bikes
Ratcliffe	Michael	US Census Bureau
Reno	Di	City of Greenbelt
Rexford	Kristina	PN Hoffman
Ricksecker	Rachel	Macerich/Tysons Corner Center
Rixey	Alex	Fehr & Peers DC
Roeder	Cindy	Town of Herndon
Rose	Betty	Fair Lakes League
Sawtelle	Bruce	Takoma Bicycle
Sikes	Jeff	City of Falls Church
Simon	Steve	Golden Triangle BID
Soloff	Ashleigh	Reston Association
Sonenklar	Dan	City of Takoma Park
Spiegelman	Rachel	Community Forklift
Stevens	Frank	City of Bowie
Suter	JoEllen	Kelly Leadership Center
Suter	JoEllen	Prince William County Schools
Tatem	Francis	BicycleSPACE
Taylor	Gerilyn	City of Alexandria / GoAlex
Tiffany	Kendall	TransIT Services of Frederick County
Wallace	Remi	Downtown Business Improvement District
White	Leah	American College of Cardiology
Woods	Bryan	Maryland-National Capital Park & Planning Commission
Zahm	Hillary	Macerich/Tysons Corner Center

Zucker	Jennifer	Bethesda Transportation Solutions
Zuniga	Diego	NoMa Business Improvement District

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

Washington Area Bicyclists Association (WABA) staff included:
Nick Russo Ben Wokas

District, Maryland, Virginia, and U.S. Departments of Transportation

For their continued funding support of the Commuter Connections work programs.

Both COG and WABA thank all individuals and organizations which helped make the Washington, DC metropolitan region Bike to Work Day 2017 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 National Capital Region Transportation Board (TPB's) Commuter Connections program, housed at 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 exponentially with more participants signing up every year.

More than 18,700 bicyclists registered for Bike to Work Day 2017, a 6.8 percent increase over 2016. The May 19th event was held at 86 local pit stops, including a total of nine afternoon pit stops. Several bicycles were raffled off and the first 16,000 registrants who attended received a free BTWD 2017 T-shirt.

The approximate breakdown of registrants by pit stops was:

Pit Stop	# Registrants
DC - Adams Morgan	657
DC - Anacostia	73
DC - Anacostia River Trail/River Terrace	49
DC - Capitol Hill at Eastern Market	470
DC - Capitol Riverfront at Canal Park	239
DC - Coast Guard HQ - Ward 8 SE	46
DC - Columbia Heights (Afternoon)	291
DC - Edgewood - Met Branch Trail	247
DC - Franklin Square	348
DC - Freedom Plaza	893
DC - Georgetown Waterfront Park Area	676
DC - Glover Park	100
DC - Golden Triangle - Farragut Square	323
DC - Golden Triangle - L Street	238
DC - Ivy City	32
DC - Mt. Vernon Triangle	345
DC - National Geographic	444
DC - NoMa	565

DC - Riggs Park at Seabury (Afternoon)	24
DC - Shaw	343
DC - The Wharf/Southwest Waterfront (Afternoon)	111
DC - Twining	20
DC - Union Market	135
DC - West End at American College of Cardiology (Afternoon)	63
MD - Bethesda	723
MD - Bowie Old Town	27
MD - Bowie Town Center	41
MD - Capitol Heights	16
MD - College Park - City Hall/UMD	142
MD - FDA White Oak	146
MD - Frederick	343
MD - Friendship Heights	155
MD - Gaithersburg	167
MD - Greenbelt	126
MD - Hyattsville	143
MD - Indian Head	54
MD - National Institutes of Health Bldg One	476
MD - Naval Support Activity Bethesda	170
MD - North Bethesda at Pike & Rose	246
MD - Oxon Hill/National Harbor	73
MD - Port Towns - Edmonston (Afternoon)	9
MD - Port Towns - Edmonston (Morning)	31
MD - Rock Springs Business Park	89
MD - Rockville - Falls Grove	203
MD - Rockville - Rockville Town Center	184
MD - Rockville - Twinbrook	108
MD - Silver Spring - Discovery Place	431
MD - Suitland	29
MD - Takoma Park - Downtown/Old Takoma	170

MD - Takoma Park - Sligo Creek Trail	72
MD - University of Maryland (Afternoon)	42
VA - Alexandria - Carlyle	334
VA - Alexandria - Del Ray	278
VA - Alexandria - Mark Center	95
VA - Alexandria - Old Town	547
VA - Arlington - Ballston	551
VA - Arlington - Columbia Pike/Penrose Square	198
VA - Arlington - Crystal City Water Park	626
VA - Arlington - East Falls Church Metro Station	163
VA - Arlington - Rosslyn	1104
VA - Arlington - Rosslyn Afternoon Party, Heavy Seas Alehouse	80
VA - Arlington - Shirlington	236
VA - Arlington - Shirlington Afternoon Party, New District Brewing Company	101
VA - Burke VRE Station	65
VA - Dumfries	12
VA - Fair Lakes	64
VA - Fairfax City Downtown	107
VA - Fairfax County Government Center	134
VA - Falls Church	430
VA - Fort Belvoir	39
VA - Haymarket	13
VA - Herndon	483
VA - Leesburg	297
VA - Manassas - George Mason University	63
VA - Manassas - Kelly Leadership Center	19
VA - Manassas - VRE Station	42
VA - Mosaic	98
VA - Mt. Vernon - Collingwood Park	33
VA - Reston - Wiehle-Reston East Metrorail Station	483
VA - Rippon Landing VRE Station	17

VA - Springfield/Metro Park at Walker Lane	104
VA - Sterling	302
VA - Tysons Corner Center	108
VA - Vienna	339
VA - Woodbridge - Chinn Center	29
VA - Woodbridge - VRE	13

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 \$54,550 in cash sponsorship donations that went towards the overall regional marketing efforts.

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 2017, included:

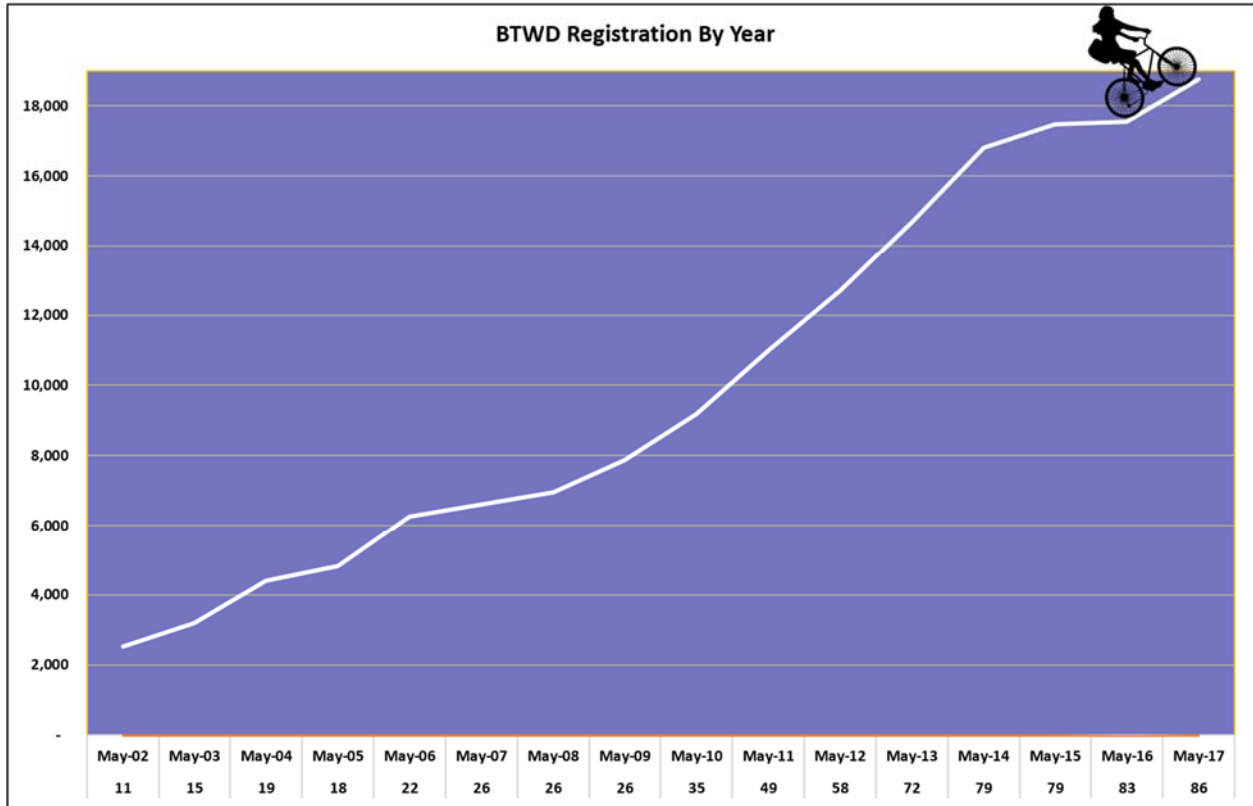
- Web site designed and maintained by Commuter Connections.
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA's membership.
- Providing links from the local Transportation Management Associations' (TMA web sites to WABA's site).
- A radio campaign produced and placed by Commuter Connections.
- Outreach to employers through a direct mail and email marketing campaign by Commuter Connections.
- An article in the Commuter Connections employer newsletter.
- Local marketing efforts by the various pit stop managers.
- An e-mail to previous year's participants by Commuter Connections.
- 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 bikes@vienna, and BicycleSPACE.

In addition, 20 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 commute 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 from 1,100 in 2001 to 18,700 in 2017. 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, Maryland, Virginia, and U.S. Departments of Transportation.

Growth by Year



Sponsor Declaration



Bike to Work Day - May 19, 2017 Regional Sponsorship Declaration

Please Return by January 31, 2017

Please check one of the following Sponsor Levels:

	Cash	In-Kind
GOLD SPONSOR LEVEL \$7,000 <i>Mentioned as sponsor on over 400 Radio ads, Social Media, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
SILVER SPONSOR LEVEL \$4,000 <i>Logo on 16,000 T-Shirts, Press Release, plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
BRONZE SPONSOR LEVEL \$1,000 <i>Logo on Website and 90,000 Posters and Rack Cards</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; although uncommon, certain locations may require a separate fee.

Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

e-mail: _____ Phone: _____

Website address for your sponsor logo: _____

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, no later than January 31, 2017. Preferred format is eps. E-mail signed form to dfranklin@mwkog.org. Contact Douglas 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 2017 event:

Cash Donation Sponsors
Allegra Allergy
DC Bike Lawyers
ICF
Takoma Bicycle
Alexandria City of
BicycleSPACE
Bike Arlington
California Tortilla
Marriott International
AAA Mid-Atlantic
AASHTO
Arlington Transportation Partners
Bikes@vienna
Capital Sports Ventures
Crystal City
Fair Lakes League
General Dynamics
Giant Foods
JBG Companies
Kimpton Hotels
Potomac Pedalers

In-Kind Donation Sponsors	PDW	Felt
Bike and Roll DC	Ortlieb	Saris
goDCgo	Brompton	
Green Guru	Abus	

HIGHLIGHTS FROM AREA PIT-STOPS

Adams Morgan: We were forced to relocate our pit stop because of construction in Unity Park this year, but despite that setback a couple weeks before BTWD, we had a banner year. With over 650 cyclists registered, and perfect weather, our pit stop was packed from start to finish. BicycleSPACE and City Bikes each set up tents to help riders tune their bikes and both of them donated valuable gear to our raffle. Tryst was back with us again this year, donating fresh coffee, bagels, and bananas, and our newest partner -- The LINE Hotel -- was out refilling water bottles for the thirsty commuters. The LINE Hotel also provided freshly baked breakfast bars. We had a great group of volunteers including several from WABA, GoDCGo and our own ANC1C who helped the event run without a hitch. Councilmember Brianne K. Nadeau stopped by to help with our raffle. As per usual, we donated our remaining BTWD t-shirts to the Columbia Heights pit stop for their evening riders. Dan and his folks really appreciated the extra shirts.

Alexandria – Carlyle: In its 6th year, the Carlyle Pit Stop continues double digit growth with a 13% jump in registered bicyclists over 2016. Carlyle's popular local eateries stepped up to offer freshly made breakfast items and Starbucks coffee. Carlyle's local businesses were present with fun giveaways. And representatives from bicycling shops and groups offered advice, maps and on-the-spot bike maintenance. Carlyle's nonstop raffle gave away many gifts including a 2-night stay at The Westin Alexandria. Carlyle Council, the Pit Stop host, gave away bike lights and sponsored a Snapchat Geofilter contest. The talented Alan MacEwen played guitar, trumpet and sang. Carlyle's Pit Stop generous sponsors donated food, raffle gifts, volunteers and exhibit items:

Alexandria Renew	Simpson Properties
Access National Bank	The Westin Alexandria
Carlyle Council	USPTO
Carlyle Center	Starbucks
JM Zell	Sweetfire Donna's
One Life Fitness	Wheel Nuts
Panera	Whole Foods
Paradigm	Massage by Marc
Pure Barre	Xtend Barre
Potbelly	Velocity Coop
Post Properties	BPAC
Spokeswomen	City of Alexandria and GoAlex
WABA	Commuter Connections

Alexandria – Del Ray: The event was held at Colasanto Park from 6am to 9am. There were 278 registrants for the pit stop.

Alexandria – Mark Center: The event was held at the North Parking Garage bicycle parking area from 7am to 9am. There were 95 registrants for the pit stop.

Alexandria - Old Town: There were 545 registrants. Registrations were up nearly 10% over 2016. The event was held from 6:30am to 8:30am at the Market Square at Alexandria City Hall.

Thanks to the gorgeous weather and the participation of our community partners, the Old town Alexandria, Market Square pit stop was a huge success. Wheel Nuts, Bicycle Pro Shoppe, Nando's, Spokes, Massages by Marc, Port City Brewery, Bicycle Pro Shop, DASH and GoAlex donated prizes which allowed us to raffle off six great give away prizes valued at \$30-\$100 every 30 minutes from 6:45 to 8:15 am.

Many thanks to; Brugger's who donated bagels, Enterprise coffee, Harris Teeter water, cookies and chips, Trader Joes water and bananas, Sugar shack donuts and Misha's donated coffee.

Among our sponsors were, Wheel Nuts, WABA, Sugar Shack, GoAlex Mobile Store, Vitamin Shoppe, Eco City, Lukemia & Lymphoma Society, Misha's, Trader Joes, BPAC, Vision Zero, Metropolitan Headache and Spine Center, Nando's, and MOM's Organic Market. Without them this event would not have been such a great success.

Our annual DJ Tracy Foust played a good set of upbeat music to keep the crowd pumped up as t-shirts and water bottles were handed out at registration. Johnathan Krall our MC kept the crowd engaged. Many thanks to City of Alexandria Mayor Allison Silberberg who was in great support of this event. We had over 10 City of Alexandria volunteers who graced the event with the beautiful white GoAlex Polo's.

Anacostia: Rainy weather was in the forecast for the day, but all we got in Anacostia was sunshine! Claudia Pors, BDM of Residential Services and Lester Wallace, Community Partnership Manager represented goDCgo with Capital Bikeshare freebies. Included among the selection were free 24-Hour memberships, "I <3 DC Bike Lanes" pin buttons, and the brand new 2017 DC Bike Map. Attendees who were among the first 16,000 to register could pick up their Bike to Work Day t-shirts.

Nikki Peele from reSpin for Southeast Love and the Anacostia BID, and Irfana Noorani from 11th Street Bridge Park handed out t-shirts information about plans for the park connecting both sides of the Anacostia River in southeast.

Two volunteers from WABA also were there to share information about the association and register new members.

Breakfast was provided by Artdrenaline Café and Chef Shawn Lightfoot, an Anacostia staple. Bicyclists received granola bars, fruit and juice to fuel up for the rest of their commute.

There were 73 registrants for the Anacostia pit stop, including a few who registered when they arrived that morning. Other cyclists also joined without registering, and

passersby approached to ask about the event or how to start biking in the city. The pit stop was open from 7-9am.

Anacostia River Trail/River Terrace: The event was held at the River Terrace Park 7am to 9am. There were 49 registrants for the pit stop.

Arlington – East Falls Church: The event was held at the East Falls Metro Station from 6:30am to 9:30am. There were 163 registrants for the pit stop.

Arlington – Rosslyn, Columbia Pike, Shirlington, Ballston, and Two Happy Hour: Bike to Work Day 2017 was a huge success! Arlington had a total of 8 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 Shirlington afternoon Happy Hour was assisted by MORE (Mid-Atlantic Off-Road Enthusiasts) and New District Brewing. The new Heavy Seas Alehouse pit stop was supported by the restaurant and BikeArlington. BikeArlington also helped to provide marketing for the East Falls Church and the Crystal City stops. In total, there were more than 3,056 registrations in Arlington, marking 12% growth over 2016 and the first time Arlington registrations have broken 3,000 folks countywide. Rosslyn had 1,104 registrations, Ballston had 551, Crystal City had 627, Columbia Pike had 198, East Falls Church had 163, Shirlington had 236, Heavy Seas Alehouse had 80 and New District Happy Hour had 100.

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 270 medium prizes valued at \$10-\$30 and more than 170 large prizes valued at \$30-\$100 were given out between all pit stops. Two afternoon pit stops were held, a first-time location at Heavy Seas Alehouse, which offered bike valet and giveaways. New District Brewing's pit stop returned for the second year, supported again with well-utilized temporary bike racks used by the 250 attendees. 150 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. Ballston was joined by local restaurants sweetgreen and Nando's PeriPeri as well as Naked Juice, which all supplied samples and small giveaways to riders. The Rosslyn BID supported this year in a huge way, offering all riders a choice between socks and water bottles, smoothies from Jamba Juice and a photo booth for riders. A unicyclist delighted folks at Ballston dressed as a business person (complete with lap stop) and giant games were available to play at all morning stops. Minor bike repair and tune-ups were offered at all stops—provided by Freshbikes in Ballston, Trek Bicycles Clarendon in Rosslyn, Papillon Cycles at Columbia Pike, and

REI and Phoenix Bikes at Shirlington. Sign spinners directed cyclists to the pit stops. The Rosslyn pit stop was attended by Arlington County Board member Jay Fisette, who spoke about the importance of biking as a fun and reliable transportation option. Partner organizations on-hand included: KIND Snacks, Voter Registration, Arlingtonians for a Clean Environment, Friends of the W&OD Trail, MORE, ACE Physical Therapy, Sports Medicine Institute, Acme Pie, Alegra, Arlington Action Committee, Arlington County Democrats, Arlington Initiative to Rethink Energy AIRE, Arlington Sports, AFA Cycling Classic, Arlington's Car-Free Diet Program, Arlington Transportation Partners, ART Bus, Art of Massage, Ballston BID, Beth Burke Farrar - Acupuncture, Capital Bikeshare, Center for Orthopedics and Sports Medicine, Inc, Conte's Bike Shop, City Bikes, C-PRO, District Taco, E.G. Reinsch, Kasper's Cargos Bicycle Copilots program, Naked Juice, Nando's Peri Peri, Papillon Cycles, Penrose Square Apartments, Phoenix Bikes, Pivot Physical Therapy, Potomac Pedalers, REI, Rosslyn BID, Senzu Juicery, Sugar Shack, sweetgreen, The Bike Lawyer, TransUrban, Trek Bicycles Clarendon, WalkArlington and WABA.

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 committed partnering organizations as well as all the amazing volunteers, without which such a successful event could not have come to fruition again.

Bethesda: The Bethesda Pit Stop had 463 participants check in on-site and 723 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 US Senator Chris Van Hollen. The complete list of speakers included:

- Comptroller Peter Franchot
- MD State Senator Susan Lee
- MD State Delegate Marc Korman
- Deputy Secretary, Maryland Department of Transportation, Earl Lewis
- Deputy Director, Montgomery County Department of Transportation, Emil J. Wolanin

• Constituent Services and Field Representative for US Senator 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.

Several businesses were provided tables with representatives at the event, including: CFF Cycle for Life, Montgomery County Department of Transportation Bus Rapid Transit, Griffin Cycle, Nando's Peri-Peri, WABA, City Bikes, QuistMD, Honest Tea, Capital Crescent Trail Coalition, Potomac Pedalers, Maryland, Department of Transportation, Bethesda Sport and Health, Bethesda Green. Honest Tea came out

with staff to provide samples of their new sports drink and fresh fruit was provided by Trader Joe's. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Silver provided coffee and yogurt parfaits. Harris Teeter donated money towards the purchase of butter, cream cheese, and paper goods, and utensils. 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 14th Annual Bicycle Commuter Spirit Awards. This year's winners were John Maleri, Veronique Marier, and Chris Muffels. All three of our winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather, as well as a commitment to the environment.

The Bethesda Pit Stop was mentioned in press releases from the Maryland Department of Transportation, and the Office of the Maryland State Comptroller. Press coverage included an article on the Bethesda Magazine website. Several businesses also helped to promote Bike to Work Day in Bethesda. 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
- Bethesda Bagels
- Bethesda-Chevy Chase Chamber of Commerce
- Bethesda Sport and Health
- Bethesda Court Hotel
- Bethesda Green
- Big Wheel Bikes
- Bus Rapid Transit
- Carr Workplaces
- City Bikes
- Coalition for the Capital Crescent Trail
- Cystic Fibrosis Foundation Cycle for Life
- DrinkMore Water
- Griffin Cycle
- Hilton Garden Inn
- Harris Teeter
- Just Meditate
- Lucy
- Nando's Peri Peri
- Montgomery County Police
- Potomac Pedalers
- QuistMD
- Rooster's

Ruth's Chris Steakhouse
Silver
SolidCore
Springmill Bread
Tyber Bierhaus
Trader Joe's
Washington Area Bicyclist Association

Bowie Town Center: At the Bowie Town Center pit stop, 41 people registered, with 24 folks attending (59%). The Washington Prime Group, owner and management company of the Town Center retail center, donated water, juice, fruit and snacks for participants. Give-aways, courtesy of the City of Bowie and the Prince George's County Department of Public Works and Transportation, included reflectors, jar openers and water bottles. Printed materials, including trail maps and informational brochures, were available for attendees.

Bowie Old Town: There were 27 pre-registrants for the Bowie Old Town pit stop, with 13 folks in attendance (48%). The City of Bowie donated snacks, fruit, water and juices for the riders. Water bottles, reflectors and jar openers were provided by the City of Bowie and the Prince George's County Department of Public Works and Transportation. Brochures and trail maps were available for attendees. Special thanks are extended to the firefighters at the Huntington Fire Station for their cooperation and support again at this year's event.

Burke: It was an amazing event, the turnout was great. The riders come out to get their t-shirt and enjoy the wonderful morning with giveaways and food. Thanks to our sponsors: The bike Lane, is always there providing technical support for the riders. FABB, who is a continuous supporter of the event and participates every year. And Wegmans for their donation. Thank you to everyone who made this event a great success!

Capitol Hill Eastern Market: The event was held at the Eastern Market Metro Plaza from 7am to 9am. There were 470 registrants for the pit stop.

Capitol Heights: The event was held at Maryland Park Bicycles from 6:30am to 8:30am. There were 16 registrants for the pit stop.

Capitol Riverfront: The event was held at Canal Park from 7am to 9am. There were 239 registrants for the pit stop.

Coast Guard Headquarters: The event was held at Coast Guard headquarters from 6am to 9am. There were 46 registrants for the pit stop.

College Park City Hall: College Park Bike to Work Day participants enjoyed a pleasant morning at our City Hall pit stop. Our 2017 event hosted more than 140 attendees from 6am to 9am. College Park Mayor Patrick Wojahn gave encouraging words to the crowd and then participated in the annual bike convoy into DC. Participants enjoyed a

powerful, free breakfast of fruit, energy bars and coffee. Bagels were provided courtesy of Bagel Place. Nando's provided juices and sauces and College Park Bicycles provided free bike tune-ups. Attendees also had a chance to win prizes. Special thanks go out to Jill Clements, Dan Hayes, Anna McLaughlin and Sophie Rhodes. Additionally, the continued support of College Park's Committee for a Better Environment is greatly appreciated.

Columbia Heights: A fine, warm day was interrupted by a brief shower, but that didn't discourage many riders that gathered at the plaza in Columbia Heights for the seventh Bike to Work Day afternoon pit stop. Sixty-six cyclists who had signed up for earlier stops joined over one hundred of us, sharing camaraderie and savoring the pleasant evening.

Thanks to our ten volunteers, fruits and beverages were distributed, along with T-shirts (thanks *WABA* and *MWCoG!*) and water bottles (thanks *goDCgo!*) beneath our banner (fluttering from a central *Park Triangle* balcony). Congrats to Andrew, Douglas, Imani, Laura, Lindsey, and Thomas – our prize-winners: the continuous individual drawing method spread the winners throughout the afternoon and eliminated the need to wait or be contacted, and kept the participants' interest piqued. Thanks to *Bicycle Space* for sponsoring the tune-up station (which was packed throughout the entire event!) and the Third District Police and *WABA* for spending the afternoon with us, once again!

Crystal City: The weather was perfect for the Seventh Annual Crystal City Bike to Work Week. The Crystal City BID hosted a pit stop all week in the Crystal City Water Park, challenging area cyclists to ride all week and earn a custom Crystal City cycling jersey. By the end of the week we had record attendance with over 200 cyclists checking in each day, and a total of 153 rode every day earning their jersey. Throughout the week we had guests from Pure Barre Pentagon City, CrossFit South Arlington, Holistic Point, and *WABA* stop by to greet cyclists, and both Phoenix Bikes and Velofix provided riders with free safety checks and adjustments.

On Friday for Bike to Work Day the Crystal City Stop had a final number of 627 registrants, and 459 riders stopped by to check in. There were breakfast snacks and coffee from *Cosi Crystal City*, and many riders won prizes such as jerseys, socks, tools and caps.

Dumfries: The event was held at the Dumfries Town hall from 7:30am to 9:30am. There were 12 registrants for the pit stop.

Edgewood Met Branch (DC): This year's Bike to Work Day at the Edgewood-Metropolitan Branch Trails was another wonderful success. Supported by friends at *Bicycle Space*, the Washington Area Bicyclists Association, and *Gearin' Up Bicycles* we saw hundreds of riders who regularly use the trail or were first time users. We also provided maintenance services on many of those who came through, celebrating the trail, the neighborhood and those who chose a healthy means of getting to work.

Fairfax Government Center: The Fairfax County Department of Transportation hosted a pit stop in front of the Fairfax County Government Center from 6:30 am to 9:00 am in partnership with the Alliance for Better Bicycling. 134 participants pre-registered and enjoyed a complimentary tune up from REI, a raffle, coffee provided by Peet's Coffee & Tea, as well as healthy snacks.

Fairfax City: The event was held at Old Town Square from 6am to 9am. There were 107 registrants for the pit stop.

Fair Lakes: The event was held at Fair Lakes Center from 6am to 9am. There were 64 registrants for the pit stop.

Falls Church: The event was held at the intersection of the W&OD Trail and Little Falls Street from 6:30am to 9am. There were 430 registrants for the pit stop.

Fort Belvoir: There were 39 registrants for the pit stop this year compared to the 21 registrants last year. This is Fort Belvoir's Safety Office second year hosting this pit stop with positive feedback from attendants both years. The event was held from 7am to 11:30am at the Mt. Vernon Highway gate to the base. Snacks and drinks were provided as well as some Ft Belvoir Safety Day free giveaways ranging from Frisbees and water bottles, to pens and ID card holders. Overall, the turnout was great and everyone seemed to have liked the convenience of the location of the stop before climbing some hills on their bikes to get to work! We are the only Fort Belvoir endorsed Pit Stop and the Garrison Commander has been very supportive of the event. We had Bike to Work Day pictures posted in our local Fort Belvoir newspaper and website.

Franklin Square (DC): The event was held just across the street from Franklin Square Park at 13th & I Street NW from 7:30am to 9:30am. There were 348 registrants for the pit stop.

Freedom Plaza (DC): The event was held at Freedom Plaza from 7am to 9am. There were 893 registrants for the pit stop.

Frederick: Frederick's pit stop had more than 350 registered riders with about 225 participants at the event. Though registration was a bit lower for 2017's event, Frederick had one of the highest participation rates since the event's inauguration.

With a passionate bike community in Frederick, enthusiasm was high at the pit stop where riders enjoyed refreshments donated by The Fractured Prune, Wegmans, The Common Market, and more. The crowd was welcomed by John Fieseler from the Tourism Council of Frederick County, who emceed the event, while also receiving remarks from Julianna Albowicz, from Senator Chris Van Hollen's Office, Delegate Carol Krimm, Frederick County Executive Jan Gardner, City of Frederick Mayor Randy McClement, City of Frederick Alderman Kelly Russell, as well as Nick Ramfos from the Metropolitan Washington Council of Governments, Kevin Belanger from the Rails to Trails Conservancy, and the Chair of the Frederick City Bike Ped Advisory Council,

Alyssa Boxhill. 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 Panera Bread, and water bottles from TransIT.

Annually TransIT Services of Frederick County, The City of Frederick and the Bicycle Escape host a pre-event Registration Celebration at the Bicycle Escape's store located in Clemson Corner Shopping Center. This year's event was held on Friday, May 12th where more than 76 people stopped by to register for the event, pick up their t-shirt, and receive a free bike tune up from the Bicycle Escape staff. Neighboring retailers provided free massages (Massage Envy) and pizza (Coal Fire Pizza) to those in attendance.

Friendship Heights: Bike To Work Day 2017 was the fifth year of the Friendship Heights pit stop, located on Wisconsin Avenue in Chevy Chase on the Wisconsin Place Plaza at the Western Avenue District line. There were 154 riders registered. Of those riders that were registered, 73 checked in. There were 15 walk-ups for a total attendance of 88.

Visiting VIPs included Village of Friendship Heights Mayor Melanie Rose White and Town of Somerset Councilmember Barbara Condos. Jeff Dunckel, MCDOT Pedestrian Safety Coordinator, also attended. Friendship Heights TMD Advisory Committee member John Mertens once again volunteered and handled rider check-in along with Ms. Condos. Charles Crerand, Wisconsin Place manager, also a TMD Advisory Committee member, provided on-site storage for event supplies and other support.

Montgomery County Commuter Services was also assisted by staff from Sharp & Company, the County's contractor for employer outreach in Friendship Heights: Emily Davis, Tim Balinskas, Shelley Johnson and Kevin Price

The Grand Prize winner of the new bike from Freshbikes Bethesda was Kate Ayoub, MedStar National Rehabilitation Network-Friendship Heights.

Pit stop exhibitors and donors included:

- All-In-One Entertainment
- American Academy of Child & Adolescent Psychiatry
- The Capital Grille
- Clyde's of Chevy Chase
- Drink More Water
- FitCrush DC
- Freshbikes
- Giant Food
- Just Meditate
- Le Pain Quotidien
- Montgomery County Dept. of Environmental Protection "Green Team"

- New Balance
- Pete's New Haven Style Pizza
- Potomac Pizza
- Wisconsin Place Recreation and Community Center

Gaithersburg: The event was held at the corner of Great Seneca Hwy & Orchard Ridge Drive from 7am to 9am. There were 167 registrants for the pit stop.

Georgetown – Meigs Park and Waterfront Park (DC): The Georgetown BID once again hosted the pit stop in Waterfront Park, and 2017 turned out to be our biggest year ever with 676 registered participants. The weather could not have been nicer, and the picturesque scenery of the Potomac River and Key Bridge starred in many rider's photos with their bikes. The pit stop was supported by donations from area businesses, Patisserie Poupon, Grace Street Coffee Roasters, Pete's Coffee, Sprinkles Cupcakes, Baked and Wired, Urban Stems, Dog Tag Bakery, Trek Bikes, and with additional support from Washington Area Bicyclist Association (WABA). Bike to Work Day is always a major event for promoting how easy and safe it is to reach Georgetown by bike, and we look forward to a summer of cycling.

Glover Park: The event was held at the Kimpton Glover Park Hotel from 6:30am to 8:30am. There were 100 registrants for the pit stop.

Golden Triangle – Farragut Square: The event was held at Farragut Square from 7am to 9am. There were 323 registrants for the pit stop.

Golden Triangle – L Street (DC): The event was held on the corner of L Street and 19th Street from 7:30am to 9:30am. There were 238 registrants for the pit stop.

Greenbelt: Bike To Work Day 2017 was the sixth 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 126 bikers registered with 101 passing through. Jeff & Laurie Lemieux of Proteus Bicycles in College Park led 7 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.

The Maryland-National Capital Park and Planning Commission provided a GIS map of the local Greenbelt area for bikers to document their rides.

The City of Greenbelt Public Works Department was present to promote the City's Zero Waste Initiative.

Our sponsors:

- o Funding provided by the Anacostia Trails Heritage Area supported raffle prizes, swag and breakfast food.
- o Bee Yoga Fusion led Stretching with Your Bicycle just prior to the convoy departure & supplied treats for the swag bags.
- o A Proteus Bicycle mechanic provided light maintenance and safety checks on over 50 bikes.

- o Raffles prizes generously donated by Arrow Bicycle and BicycleSPACE were distributed.
- o Swag bags were provided to registered riders with items donated by the Prince George's County Department of Public Works and Transportation.
- o Breakfast food and drinks were donated by Greenbelt COOP and DrinkMore water.

Haymarket: The event was held at Haymarket Bicycles from 6am to 9:30am. There were 13 registrants for the pit stop.

Herndon: Herndon registered 483 riders, and close to 350 checked in at the morning or afternoon pit stop staged at Town Hall, just off the W&OD trail. This is an increase of 12% from 428 registered in '16. This stop opens at 5:30 a.m. and riders are coming through even as we are setting up long before dawn – most headed into DC. Support to the stop comes primarily from A-1 Cycling who provide tech staff, as well as raffle items, and refreshments. Green Lizard bike shop also provides their tech for the morning stop. Herndon Police sent their bike officers out on the trail to talk safety and rules of the road. W&OD safety patrol riders were also prominent that morning. Northwest Federal Credit Union handed out bottled water and water bottles and a local chiropractor provided seated massage. Great day enjoyed by all.

Hyattsville Macgruder Park: The event was held at Macgruder Park from 6:30am to 8:30am. There were 143 registrants for the pit stop.

Indian Head: There was a recording breaking 32 cyclists who rode their bikes to the event out of 54 who registered, with over a 125 attendee's. The TCCSMD staff was presented an Official Citation from Delegate Patterson and the Southern Maryland General Assembly as well as a Proclamation for Bike to Work Day from the Charles County Commissioners. McGruff the Crime Dog and the Charles County Sheriff Dept. attended and gave a Safety speech on cycling and the staff at TCCSMD gave at raffle prizes and two free bikes to two lucky 5th graders. The event ended with free hot dogs and hamburgers.

Ivy City: The event was held at the Historic Hecht Warehouse building from 7am to 9am. There were 32 registrants for the pit stop.

Leesburg: The Leesburg Pit Stop attracted nearly 300 registrants for Bike to Work Day 2017. Close to 200 were counted on-site at Raflo Park. As cyclists arrived, Loudoun County Commuter Services' staff greeted them and offered water, coffee, assorted juices, bananas, bagels, doughnut holes and a variety of grab and go snacks. Joining staff for Bike to Work Day were an outreach team representing Envision Loudoun who was gathering input for the Loudoun County comprehensive plan. Additionally, representatives of the local arts community attended to share information about new public art in Leesburg. (A "love" sculpture constructed from bicycle gears was unveiled the day after Bike to Work Day.) Throughout the event, mechanics from Bicycle Outfitters assisted cyclists with repairs and adjustments. In addition to the coveted Bike

to Work Day T-shirts, all participants received local giveaways: LED lights and colorful, bike-themed multi-functional headwear. Several participants won biking accessories through random selection. At the end of the event, one lucky cyclist won a new bike in the annual pit stop drawing.

Manassas GMU: The event was held at the Freedom Aquatic Center from 6:30am to 9:30am. There were 63 registrants for the pit stop.

Manassas Kelly Leadership Center: The event was held at the Kelly Leadership Center Parking lot from 6am to 9:30am. There were 19 registrants for the pit stop.

Manassas VRE: The event was held at the Manassas Train station from 6am to 9am. There were 42 registrants for the pit stop.

Merrifield - Mosaic: This year, Bike to Work Day fell on a beautiful day with 98 people registered for the Mosaic pit stop. The event was held from 6:30-9:00 am. at Strawberry Park in Mosaic. Riders were treated to fresh juices from Puree Artisan Juice Bar, fresh food from MOM's Organic Market, swag from CustomInk, new Fairfax County bicycle maps provided by FABB and much more. The pit stop also played awesome bicycle footage on the outdoor screen in Strawberry Park.

Thanks to our sponsors:

- MOM's Organic Market
- Custom Ink
- ACE Physical Therapy & Sports Medicine Institute
- Center for Orthopaedics & Sports Medicine
- Fairfax Alliance for Better Bicycling
- Northern Virginia Transportation Authority
- Puree Artisan Juice Bar

Mt. Vernon Triangle (DC): The event was held at BicycleSpace from 7am to 9am. There were 345 registrants for the pit stop.

Mt. Vernon – Collingwood Park (VA): The event was held at Collingwood Park from 6:30am to 8:30am. There were 33 registrants for the pit stop.

National Geographic Society: The event was held at National Geographic from 7am to 9:30am. There were 444 registrants for the event.

NIH: The National Institutes of Health (NIH) had a total of 537 registered participants. An additional 70 employees checked in at the registration table, bringing total NIH BTWD participation to 607. This year's Bike to Work Day was one of the warmest, but the heat didn't deter NIH's bicycle commuters from passing through the "pit stop."

Dr. Vernon Anderson, president of the NIH Bicycle Commuter Club (NIHBCC), kicked off the day's event with brief remarks from the steps in front of Bldg. 1. Diane Baker

gave brief remarks at the Bldg. 1 event. She spoke on behalf of her husband, NIH director Dr. Francis Collins, who couldn't attend. They are both avid cyclists themselves.

Joe Cox, Branch Chief of Transportation Services, presented the sixth annual Carl Henn Award to Dr. Bill DeGraff, a retired scientist in the Radiation Biology Branch at NCI. Henn, who passed away in 2010, was a co-founder and president of the NIHBCA and a dedicated environmentalist. The award is given to someone who exemplifies his values.

This year, the longest commute of the day belonged to NINDS's Jim Nagle. He rode in from Reston, Va., and his round trip was 47 miles. The total combined round trips of those who commuted to the Bldg. 1 pit stop was 4,000 miles.

At the Building One pit stop, cyclist enjoyed delicious bread, snacks and coffee donated by vendors and cyclist. Silver Cycles provided free safety check for cyclists. The W&T Travel Services, NIH Shuttle contractor demonstrated how to safely mount bikes onto the shuttle bike racks. We also had information booths about safety, bike routes in the county and NIH community policing coordinator, Cpl. Christine Fedorisko, registered bicycles at BTWD.

The other two NIH-affiliated BTWD pit stops were Rockledge Drive at Rock Springs Business Park and Fallsgrove Village Center, near NCI Shady Grove Campus in Rockville.

Special thanks to sponsors:

NIH Federal Credit Union
NIH Fitness Center
NIH Events Management
NIH Recreation and Welfare Association (R&W)
NIH Police Department
NIH Division of Amenities and Transportation Services (DATS)
Eurest Catering
Silver Cycles of Silver Spring/Kensington
Bicycle Place
Takoma Park Co-op
Giant Foods
Upper Crust Bakery
W&T Travel Services

Naval Support Activity: For this year's event the pit stop teamed up with the Navy Morale Welfare and Recreation Office to host our pit stop. There were about 170 registrants and 100 attended. This was a 20% increase in participation from last year's event and a 70% increase in registrants.

NOMA: The event was held at 1150 First Street from 7:30am to 9:30am. There were 565 registrants for the pit stop.

North Bethesda: On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff eagerly welcomed cyclists and participants at our new location at Pike & Rose. The pit stop was located in the parking lot of the new REI store. 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 and giveaways donated by our great sponsors – Aurora Apartments, Beiser Law Firm, Canopy by Hilton Hotel-Bethesda North, Enterprise Rideshare, Friends of White Flint, Montgomery County BRT, Pike District, Pike & Rose, Planet Fitness, REI, Stella Barra Pizzeria, Summer House Santa Monica, The Residences at Pike & Rose, and Wentworth House Apartments. Prizes, gift certificates, gift cards, and coupons were generously donated by Chipotle Mexican Grill, Just Meditate, Roti Modern Mediterranean, Salon Luna, Seasons Olive Oil and Vinegar Taproom, Strathmore, and White Flint Partnership. A very special thank you to our host, Pike & Rose, for a great inaugural year!

Under our tent, prizes, raffle drawings and announcements were made every 15 minutes and music was provided throughout the event. Bike checks were performed by REI under their tent. Montgomery County Department of Transportation provided a Ride On bus so that participants could learn how to load their bicycle on a bus bike rack. Commuter Connections' Guaranteed Ride Home Program was promoted using a large poster that was prominently displayed at the pit stop.

Montgomery County Council President Roger Berliner helped in presenting awards. Dee Metz, White Flint Coordinator for the Montgomery County Executive's Office presented the County's Bike to Work Day proclamation. Representatives from the US Nuclear Regulatory Commission, who hosted the North Bethesda Bike to Work Day pit stop for 12 years, were recognized for their support over the years. The grand prize, a new bike, was presented to Michael Gordon by Bob Mallasch, owner of Bob's Bikes, and Councilmember Berliner. An ecstatic Michael won a Sun Folding F7 bike!

Oxon Hill: There were 73 people registered for the Oxon Hill/National Harbor Bike-to-Work-Day pit stop in Prince George's County, Md. On the day of the event, 60 riders and seven pedestrians stopped at the pit stop between 6:30am and 9:00am. There were 12 people who rode by the pit stop without stopping. Many of the people were riding into Alexandria in Virginia, or to Joint Base Anacostia-Bolling in DC just north of Oxon Cove Park. Many of the participants participated in the mapping-activity and showed the route that they had taken to reach the pit stop, as well as the route to their destination. The pit stop was sponsored by Peterson Companies/National Harbor, who provided giveaways; the Maryland-National Capital Park and Planning Commission, who provided food and drinks, the Maryland-National Capital Park and Planning Commission Park Police, who provided additional snacks; and the Prince George's County Department of Public Works and Transportation who provided giveaways and traffic safety information.

Port Towns: The Port Towns Pit Stops in Edmonston had a total of 110 people stop by! We spoke with a few who mentioned it was their first time biking to work, and many who actually work at home but chose to come out and support the cause anyway. Two separate convoys passed through and a number of cyclists mentioned visiting multiple pit stops along their route.

Morning commuters snacked on granola bars and fresh produce for breakfast, courtesy of *MOM's Organic Market*, and helped the Edmonston Green Team plant flowers in our newly-renovated Veterans' Park. In the afternoon, folks enjoyed dinner from *La Fondita Mexican Restaurant* and hopped on *ECO City Farms'* popular smoothie bike to blend their own healthy and delicious smoothies. At both pit stops, cyclists grooved to acoustic tunes played by Maureen of the *Anacostia Watershed Society* and recycled old house parts from *Community Forklift* into hardware wind chimes they could hang on their bikes.

Reston: We had 521 registered participants for BTWD. Of those registered, 292 rode to the Wiehle-Reston East Metrorail Station. Our pit stop was open 6am – 9:30am....30 minutes later than previous years due to many requests to stay open later. Riders were treated to a free breakfast from Great Harvest Bread Co., Einstein Bagels, and Whole Foods Market. Coffee was provided from Leidos.

Groups who attended:

- BLVD Reston Station
- Comstock Partners/BLVD at Reston
- Dulles Area Transportation Association
- Fairfax Advocates for Better Bicycling
- Fairfax Co. Dept. of Transportation, Bicycle and Pedestrian Program
- Fairfax County Police – Bike Team
- Friends of Reston
- Friends of the W&OD
- Leidos
- Mazani Fitness
- NOVA Parks
- Performance Bicycle
- Public Art Reston
- Reston Association
- Reston Association's Multimodal Transportation Advisory Committee
- Reston Bike Club
- Reston Town Center Association & LINK
- South Mountain Creamery
- Squij-Kat Inc.
- The Bike Lane
- WABA
- YMCA-Fairfax County Reston

Reston Association's Board President, Sherri Hebert as well as the Hunter Mill District Supervisor, Cathy Hudgins and Delegate Ken Plum. All spoke to the crowd briefly about biking being a fun and reliable way to get to work.

The furthest distance traveled to get to our PitStop was 25 miles
The average distance traveled to get to our PitStop was 5.17 miles

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 joined us bright and early to provide the music and trivia contests throughout the event. We had a prize wheel when participants could spin the wheel for great prizes. There were over 50 prizes, donated by many of the organizations participating.

Fairfax County Auxiliary Police crossed riders at one of our busy intersections and members of the Fairfax County Bike Team attended the event.

Riggs Park: Our inaugural "Riggs Park @ Seabury" afternoon pit stop was festive and fun. We had 24 cyclists register for our stop and 42 cyclists visit the stop. Shoppers of Takoma Park provided fruit, snacks, and water, and MedStar National Rehabilitation Network provided demos of four adaptive cycles (two recumbents and two hand cycles). Visiting cyclists took them for a spin in our cordoned off parking lot. Underneath our tent, Washington Area Bicyclists Association (WABA), GoDCGo, and Capital Bikeshare provided information and swag in addition to Seabury's literature and giveaways. Rails-to-Trails exhibited with info and giveaways promoting the Capital Trails Coalition, the organizing entity behind a planned multi-use trail linking existing trails. (Blair Road is the footprint of the planned last leg of the Metropolitan Branch Trail between Fort Totten and Silver Spring Metro stations.) Rain threatened and it was hot (91 degrees!) but we were spared any precipitation in the end.

Rock Springs: The event was held at the Marriott International Headquarters from 6:30am to 9am. There were 89 registrants for the pit stop.

Rockville Fallsgrrove: The event was held at the Fallsgrrove Village Center from 6:30am to 8:30am. There were 203 registrants for the pit stop.

Rockville Town Center: The event was held at the Town Center from 6:30am to 9am. There were 184 registrants for the pit stop.

Rockville Twinbrook: The event was held at 5635 Fishers Lane from 7am to 9am. There were 108 registrants for the pit stop.

Shaw: The event was held by the Shaw Rec Center from 7am to 9am. There were 343 registrants for the pit stop.

Silver Spring Discovery: The event was held at Discovery Place from 6:30am to 9am. There were 431 registrants for the pit stop.

Springfield: We had another successful BTWD at the Springfield/Metro Park pit stop. We had 101 pre-register for our pit stop, several “bike-ins” and the usual cyclists who start their trip with us but opt to register for, and pick-up their t-shirt at, a destination pit stop. Our first cyclist came through at 5:45 a.m. as we were setting up. Even though our pit stop didn’t officially open until 6:30 a.m. we were able to accommodate him with his t-shirt, bottled water and some healthy snacks. The coffee and donuts didn’t arrive until 6:15 a.m. Since our pit stop is not only a starting point for many cyclists, but also a destination (we’re in a Class A office park,) we had our last rider arrive at 8:50 a.m. (even though we officially closed at 8:30 a.m.) We continue to have committed, local sponsors at our pit stop: CALIBRE, Greater Springfield Chamber of Commerce, Hilton Springfield, Honest Soul Yoga, Metro Park, Performance Bicycle and the Transportation Association of Greater Springfield. FABB is also a regular participant, and provider of information, at the Springfield/Metro Park pit stop.

Sterling: More than 200 of the 300-plus pit stop registrants visited Sterling on Bike to Work Day 2017. The event was supported by long-time host Orbital ATK. Though many Orbital ATK employees were unavailable due to a new compressed work schedule, the tradition of a warm welcome in Sterling continued, with a team serving fruit, snacks, beverages and pastries to all. The Sterling Ruritan Club, a building adjacent to the W&OD, was available for participants in need of restroom facilities and/or shelter. Bike racks were placed in a designated parking area. This new measure was an effective improvement as safety cones helped direct bike traffic to an “exit lane” from the W&OD Trail. Adjacent to bike parking were helpful mechanics from Spokes Etc., who had a constant stream of visitors seeking minor adjustments. Loudoun County Commuter Services’ staff distributed T-shirts and giveaways: LED lights and colorful, bike-themed multi-functional headwear. Teams from Envision Loudoun, Loudoun Water, Dulles Metro, Nando’s Peri-Peri and BikeLoudoun shared giveaways and information. Several cyclists won bike gear through a random selection. One participant, who ironically was present during the drawing, won a new bicycle at the end of the event.

Suitland: We had a successful pit stop in Suitland, organized by the Census Cycling Club-- 22 people stopped in. For most, the Suitland Federal Center was the destination; however, we did have some who were passing through Suitland to other locations. Special thanks to Prince George’s County Department of Public Works and Transportation for providing lights and other giveaway items and helping staff the pit stop.

We had two convoys coming out to Suitland. The SW Waterfront to Suitland convoy had 6 cyclists, three of whom started in Virginia and met up with the other three in Southwest. The Laurel to Suitland had three cyclists. The two convoys arrived at the pit stop within minutes of each other. All agreed that after climbing the hill up Massachusetts Avenue SE and then up Suitland Road, the pit stop was a welcome sight.

Highlight: this was the first Bike to Work Day for one of the SW Waterfront convoy riders. She saw the flyers we posted around the Census Bureau, checked out the Bike to Work Metro DC website, found the info about the convoy, and decided she would give it a try. She had never thought about biking to work before, but now is considering doing so again.

Takoma Park – Downtown/Old Takoma: The event was held at the Takoma Urban Park from 6am to 9am. There were 170 registrants for the pit stop.

Takoma Park – Sligo Creek Trail: The event was held at New Ave by the Sligo Creek Trail from 7am to 9:30am. There were 72 registrants for the pit stop.

The Wharf/Southwest Waterfront: The Wharf's first Bike to Work Day saw 56 registrants, but over 100 people attended a special event held at the neighboring Gangplank Park. Giveaways for the event were provided by Capital Bikeshare, goDCgo, and League of American Bicyclists. The Wharf provided snacks, water, and free reusable bottles for all the attendees who stopped by on their way back from work. Live music was provided by Moonshine Society. We look forward to increasing our numbers for next year's Bike to Work Day!

Twining: The event was held at 2700 Pennsylvania Ave from 7am to 9am. There were 20 registrants for the pit stop.

Tysons Corner: May 19th brought beautiful weather and over 100 registered bikers, and some awesome pit stop sponsors including L.L. Bean, Vortex, Crunch Fitness, Jinsei, Chelsea Collective, and the Fairfax Advocates for Better Bicycling. The event was held from 6:30am to 10am. Tysons Corner Center and Access Tysons were thrilled to have all bikers come to Tysons Corner Pitstop and look forward to hosting the event in 2018.

Union Market (DC): Union Market hosted it's second Pit-Stop this year and hosted in both the morning and evening. The morning was a huge success, seeing more than half of our registrants. Peregrine offered coffee, Buffalo and Bergen gave out bagels, Trickling Springs Creamery gave out chocolate milk and yogurt, and Elcore was here giving away water and energy bars for all our riders. The afternoon was slower with bikers showing up in spirits. It rained pretty hard around 5 and that seemed to stop people from coming. We had Gearin Up here in the afternoon offering quick safety checks and tune-ups for people.

University of Maryland: The event was held at the front of Regent's Drive parking garage from 3pm to 6pm. There were 42 registrants for the pit stop.

Vienna: The event was held at the Town Green from 6:30am to 8:30am. There were 339 registrants for the pit stop.

West End at ACoC: The event was held at the Corner of N & 24th Streets from 3pm to 6pm. There were 63 registrants for the pit stop.

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 2017 BTWD T-Shirt. The first bicyclist arrived around 6:40 a.m. and eventually had 97 bicyclists used the pit stop. Of those, 16 were from outside organizations. The final number of registered bicyclist for the White Oak/FDA pit stop was 146, an increase of 23% from the previous year. A great sunny day for those who chose to bike to work and a great time had by all.

Woodbridge Chinn Center: The event was held at the Chinn Aquatics & Fitness Center from 6am to 9am. There were 29 registrants for the pit stop.

Woodbridge - Rippon VRE Station: The event was held at the Rippon Landing Train station from 6am to 9am. There were 17 registrants for the pit stop.

Woodbridge VRE Station: The event was held at the Woodbridge train station from 6am to 9am. There were 13 registrants for the pit stop.

EMPLOYER PARTICIPATION

The following Employers had 5 or more employees registered for the event:

The winner of the Employer Challenge for a free luncheon was the World Bank (see photo section).

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

Commuter Connections - Bike to Work Day 2017

60 sec

Gear up for Bike to Work Day on Friday May 19th! Join in and ride with Commuter Connections and the Washington Area Bicyclist Association for this free and exciting event!

Grab your wheels and ride with your friends, ride solo, or with one of our commuter convoys! The first 16,000 who register and attend get a free t-shirt! Hang out with fellow cyclists; enjoy free snacks, beverages, community support and the choice of over 85 pit stops in the District, Maryland, and Virginia. You'll even be entered into a raffle to win a new bike and other great prizes!

Be a part of this free special event. Register for Bike to Work Day, Friday, May 19th at biketoworkmetrodc.org or call 800 745-RIDE. Spread the word and get ready to ride!

Follow us on Facebook and Twitter, and don't forget to register at biketoworkmetrodc.org.

Sponsored by *ICF, Takoma Bicycle, Allegra Allergy, and DC Bike Lawyers dot com.*

Web Site



BIKE TO WORK DAY 2017
FRIDAY MAY 19

bike to work day 2017

[HOME](#) [EMPLOYER RESOURCES](#) [EVENT INFO](#) [FIRST TIME RIDER INFO](#) [REGISTER](#) [SPONSORS](#)

Bike to Work Day

On Friday May 19, 2017 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 16,000 to register and attend a pit stop in D.C., MD, and VA to receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

2017 Registration Now Open



Pit Stops

Over 85 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, 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 2017. 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



GO Alex

Event Poster

Download a PDF of the new Bike to Work

Find a Ride Buddy

Use the Washington Area Bike Forum to find

Increase Bicycling Skills

WABA's adult bicyclist education



Social Media



The screenshot shows the Facebook page for 'Bike to Work Day'. The page header includes the name 'Bike to Work Day', a search bar, and navigation links for 'Michelle', 'Home', and '20+'. The main content area features a large image of a cyclist with a pannier bag, and a purple banner for 'BIKE TO WORK DAY 2017 FRIDAY MAY 19' with the website 'WWW.BIKETOWORKMETRODC.ORG' and phone number '800.745.7433'. The left sidebar contains navigation options: Home, About, Photos, Reviews, Videos, Events, Posts, and Community, along with a 'Create a Page' button. The main content area includes a status update prompt, a 'Reviews' section with a 4.4 star rating and 22 reviews, and a 'Videos' section. The right sidebar provides information about the organization, including its location in Washington, DC, and contact details.

Bike to Work Day
@biketoworkdaymetrodc

Home
About
Photos
Reviews
Videos
Events
Posts
Community
[Create a Page](#)

BIKE TO WORK DAY 2017
FRIDAY MAY 19
WWW.BIKETOWORKMETRODC.ORG
800.745.7433

Nonprofit Organization in Washington, District of Columbia
4.4 ★★★★★

Community [See All](#)

- Invite your friends to like this Page
- 2,729 people like this
- 2,700 people follow this
- 109 people have visited
- Jason LaRosa likes this or has visited

About [See All](#)

777 N Capitol St NE
Washington, District of Columbia, DC 20002
(800) 745-7433
[Send Message](#)
www.biketoworkmetrodc.org
Nonprofit Organization · Event · Social

Reviews
4.4 ★★★★★ 22 Reviews

Tell people what you think


Chet Levesque
★★★★★ · May 20, 2017
The people at the Naval Support Activity Bethesda Pit Stop (Walter Reed Medical Center) were very helpful and cheerful. Had a great day - on par with last year's event! Thank you for doing this!

Jessica Washburn
★★★★★ · May 19, 2017
I did it! 1 hr of riding on this beautiful day! Reston-whiele stop was fun and thank you for the snacks. Now back to work! (:

[See All](#)

Videos


Home Moments Search Twitter Have an account? Log in



BIKE TO WORK DAY 2017

FRIDAY MAY 19

WWW.BIKETOWORKMETRODC.ORG
800.745.7433



TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
292	283	1,836	306	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

56 Photos and videos

Tweets Tweets & replies Media

Commuter Connections @BikeToWorkDay · Jan 23
Henry Bryant poses with his new Novara Barrow bicycle, donated by @GREI. Enjoy the new ride Henry!



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

- WABA @WABADC
- BikeArlington @BikeArlington
- Capital Bikeshare @bikeshare
- FABB @BikeFairfax
- goDCgo @goDCgo

Snapchat

Snapchat filters were utilized at the top 10 pit stops across the region. Filters were customized to each pit stop and included the pit stop name and a small graphic. The pit stops that had filters were: Georgetown, Adams Morgan, NoMa, Reston, Alexandria, Rosslyn, Ballston, Bethesda, Downtown D.C and Crystal City.

Overall 521 people saw the snapchat filters, and 87 people used them; a strong conversion rate of 17 percent. The snapchats sent by the users of the filters were seen by a total of 2,784 people.



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, the City of Alexandria, and Arlington, Fairfax and Montgomery Counties; and

WHEREAS, the National Capital Region 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 15th 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 19, 2017 as Bike to Work Day throughout the Washington, DC 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 19th, 2017 designating May 19th as Bike to Work Day throughout the region. 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, Bridget Newton, Mayor City of Rockville.

MARKETING MATERIALS

Rack cards 3¾ x 8½" (58,000)

Posters 8½" x 11" (31,000), plus 500 were in Spanish

Posters 22" x 28" 500

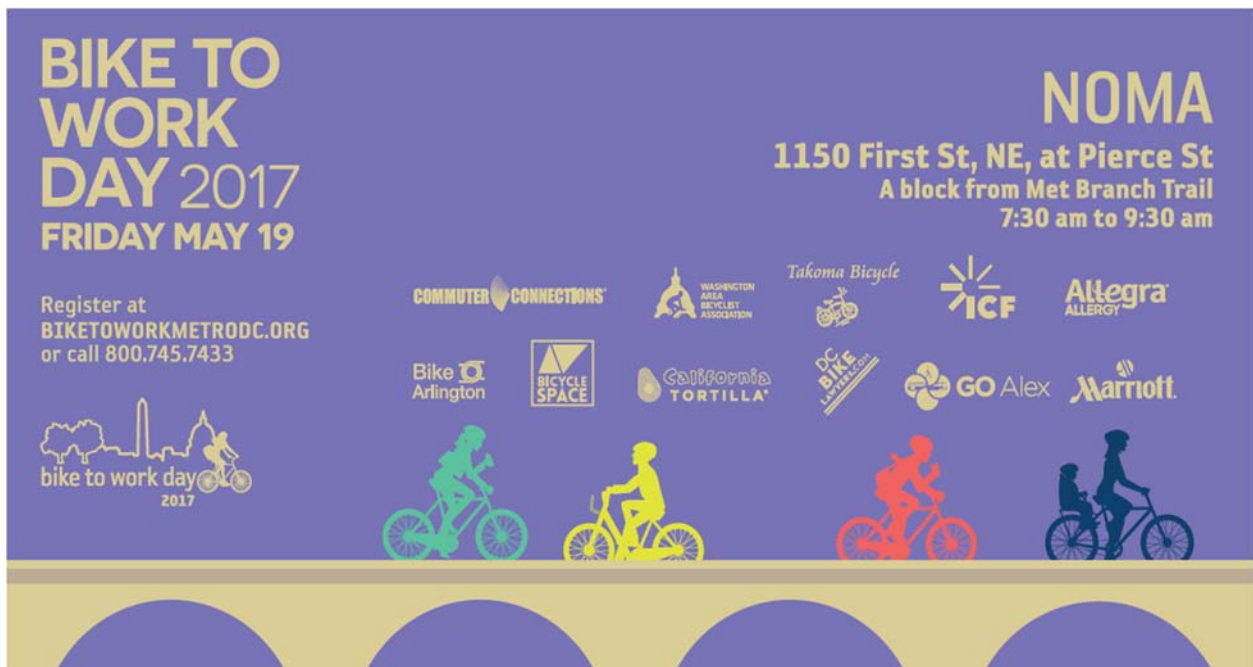
T-Shirts (16,000)

Banners 8' x 4' for the 86 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 2017 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



Poster

Pre-register by May 12 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 16,000 who register.
Over 85 pit stops throughout D.C., Maryland, and Virginia!

BIKE TO WORK DAY 2017 FRIDAY MAY 19



BIKETOWORKMETRODC.ORG
for free registration
or call 800.745.7433

#BTWD2017
Bike to Work Day is also funded by DC, MD, VA
and U.S. Departments of Transportation.



Spanish Poster

Regístrese previamente antes del 12 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 16.000 participantes que se registren.

¡Más de 85 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia!

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2017

VIERNES 19 DE MAYO

COMMUTER CONNECTIONS



Regístrese gratis en
BIKETOWORKMETRODC.ORG
o llame al 800.745.7433

#BTWD2017

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.



Rack Card Front

BIKE TO WORK DAY 2017 FRIDAY MAY 19

Register free at

www.BIKETOWORKMETRODC.org
or call 800.745.7433

**Pre-Register by May 12
for free T-shirt* and
bike raffle!**

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

Over 85 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 16,000 registrants.



#BTWD2017



Rack Card Back

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION
Takoma Bicycle ICF GO Alex
Bike Arlington BICYCLE SPACE California TORTILLA
Allegra ALLERGY DC BIKE RIDE THE JBG COMPANIES
Marriott AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS AASHTO FAIR LAKES
 POTOMAC PEDALERS CRYSTALride Giant AAA
 BIKES@VIENNA KIMPTON hotels & restaurants BIKE n' ROLL TOURS • RENTALS
FELT goDCgo powered by dc ABUS Security Tech Germany
BROMPTON Arlington Transportation Partners GREEN BURL
 pdw ORTLIEB WATERPROOF GENERAL DYNAMICS Information Technology
 BICYCLE PARKING SARIS

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 lavender with white lettering.





Media Coverage

A total of 126 media placements were generated across print, internet, radio, and television for BTWD in 2017.

BTWD 2017 Media Coverage		
Print/Online Coverage - 83		

3/8/2017	FABB	Bike to Work Day Registration Now Open
3/14/2017	DCBikeLawyers.com	Grenier Law Group is Sponsoring Bike To Work Day 2017!
3/27/2017	MCDOT	Biking & Walking
4/7/2017	Gaithersburg	Gaithersburg Joins Cycling Celebration Bike to Work Day
4/11/2017	Trip Savvy	May 2017 Festivals and Events in the Washington, DC Area
4/11/2017	Blackbird	Register for Bike to Work Day Set for Friday, May 19, 2017
4/12/2017	Washington Post	Alexandria-Arlington community calendar, April 13-20, 2017
4/14/2017	DC Triathlon Club	Bike to Work Day 2017 is Friday, May 19–
4/13/2017	DCist	Bike to Work Day (Registration) Is Back
4/19/2017	Washington Post	Alexandria-Arlington community calendar
4/20/2017	Cherry Blossom Volunteers	Downtown DC needs volunteers for Bike to Work Day
4/20/2017	The Georgetowner	BID Members Report Phenomenal Winter
4/20/2017	SoMD	Springtime fun: April, May events in Southern Maryland
4/25/2017	goDCgo	Upcoming Events
5/2/2017	GWWM	Bike to Work Day 2017
5/2/2017	NoMa News	Biking in NoMa: DDOT Public Workshop & Bike to Work Day 2017
5/4/2017	Bike Savvy	Bike Events 2017 in Washington DC
5/4/2017	Multi Briefs Blog	Cut your chances of cancer and heart disease by biking to work
5/9/2017	Washington Post	Loudon County News Briefs
5/11/2017	DSN DrugStoreNews	Allegra Allergy Supports Bike to Work Day Events Across the Country
5/11/2017	Falls Church News Press	Bike to Work Day to Offer Freebies in Falls Church
5/11/2017	ARL Now	Bike to Work Day Festivities Set For Next Week
5/12/2017	Arlington Now	Bicycling & Bikesharing
5/12/2017	Bike Arlington	One Bike to Work Day Can Get You Hooked
5/12/2017	Shooshancompany	Arlington Bike to Work Day
5/15/2017	Allegra	Allegra® Allergy Gears Up for Bike to Work Day Across the U.S.
5/16/2017	Del Ray Patch	Bike to Work Day to Offer Freebies in Alexandria
5/16/2017	Galludet Univ	May 19, 2017, is Bike to Work Day
5/16/2017	DDOT	DDOT Invites District Commuters to Participate in Bike to Work Day 2017

5/16/2017	Kingstowne Patch	Bike to Work Day to Offer Freebies Near Kingstowne
5/16/2017	Reston Now	Commuters Encouraged to Ride to Work During Bike Day Friday
5/16/2017	WHUR	Bike to Work Day 2017
5/17/2017	Kingstowne Patch	Bike to Work Day to Offer Freebies Near Kingstowne
5/18/2017	Urban Scrawl	How to Ride Your Bike to Work on National Ride Your Bike to Work Day
5/18/2017	AARP	Leave the Car at Home and Dust off the Bike to Celebrate Bike to Work Day
5/18/2017	Urbanplacesandspaces Blog	Bike to Work Day as an opportunity to assess the state of bicycle planning: Part 2, building a network of bike facilities at the regional scale
5/18/2017	WTOP	Surprising Stats: How Many People Bike to Work Around DC And More
5/19/2017	Patch Falls Church	Bike to Work Day to Offer Freebies in Falls Church
5/19/2017	WTOP	What to expect on Bike to Work Day
5/19/2017	Washingtonian	Some Scenes From Crystal City's Bike to Work Day
5/19/2017	Google	Bike Convoy Maps
5/19/2017	E wallstreeter	Things to Do in DC This Weekend (May 18-21): Jazz in the Garden Returns, Films About JFK, and Bike to Work Day
5/19/2017	Doctors to You	Bike to Work (and Everywhere else)!
5/19/2017	AmerUniv	AhealthyU Bike to Work
5/19/2017	Dai Global	What Bike to Work Day Tells Us About Open Data
5/19/2017	Downtown DC	Bike to Work Day 2017
5/19/2017	Inside Nova	Bike to Work Day 2017: 35 pit stops in Northern Va
5/19/2017	The Wash Cycle	Happy Bike to Work Day
5/19/2017	Bethesda Transit	Bike to Work Day
5/19/2017	Reston Now	Commuters Encouraged to Ride to Work During Bike Day Friday
5/19/2017	Mobility Lab	Bike to Work Day 2017 sets new records for the D.C. region
5/19/2017	WAMU	This Guy Rides 28 Miles to The Office — And Not Just On Bike to Work Day
5/19/2017	Link	Bike to Work Day 2017
5/19/2017	Adamsmorganonline (BID)	What's Going on
5/19/2017	Wherevent	Event in Washington
5/19/2017	A DC Journey	Do This: Bike to Work Day (5/19/17)
5/19/2017	Your4state.com	Gaithersburg Residents Celebrate Bike to Work Day
5/19/2017	Arlington VA Commuter Page	Bicycling & Bikesharing
5/19/2017	Reddit	Bike to Work Day 2017
5/19/2017	Prince William County/YouTube	The Buzz: Bike to Work Day 2017
5/19/2017	Fairfax County/YouTube	Fairfax Bike to Work Week 2017
5/19/2017	Accesstysons	Bike to Work Day 2017
5/19/2017	Allevents	Bike to Work Day 2017 - NoMa

5/19/2017	Alexandria News	Bike to Work Day Breaks Records In Metropolitan Washington
5/19/2017	NNSA	NNSA/DOE Bike to Work Day
5/19/2017	Georgetown Patch	Bike to Work Day 2017
5/19/2017	Anne Arundel Patch	Coming Up: 20th Annual Bike to Work Day In Anne Arundel County
5/22/2017	ARL Now	Morning Notes
5/23/2017	Homes with Casey	Breakfast links: The President's budget threatens transit, but not Metro
5/24/2017	Capital Gazette	Trumbauer on Bike to Work Day
5/23/2017	Arlington Connection	Bike to Work Day is Friday, May 20
5/25/2017	Fairfax Connection Newspapers	Fairfax Promotes Bike Safety
5/25/2017	The Journal	NSAB, Walter Reed Participate in Bike to Work Day
5/25/2017	Springfield Plaza Connection Newspapers	New Bike Parking Rack at Springfield Plaza
5/26/2017	Bike Arlington	Bike to Work Day
5/26/2017	Washington Bike Forum	Forum: Bike to Work Day 2017
5/26/2017	Partyearth	Bike to Work Day - DC
5/26/2017	Fairfax County Times	Fairfax County Bike to Work Day an Annual Success
5/29/2017	Alexandria Gazette	Commuting on Two Wheels in Alexandria
5/31/2017	goDCgo	Bike to Work Day 2017 Breaks Record
5/31/2017	Frederick	Frederick Bike to Work Day

Television – 2

5/18/2017	NBC 4 Washington	Bike to Work Day
5/15/2017	WDCW	Bike to Work Day at Manassas pit stop

Radio - 3

5/15/2017	WHUR	Taking It to The Streets
5/17/2017	WTOP	Surprising Stats: Surprising Stats: How many people bike to work around DC and more
5/18/2017	WFMD	Morning news express

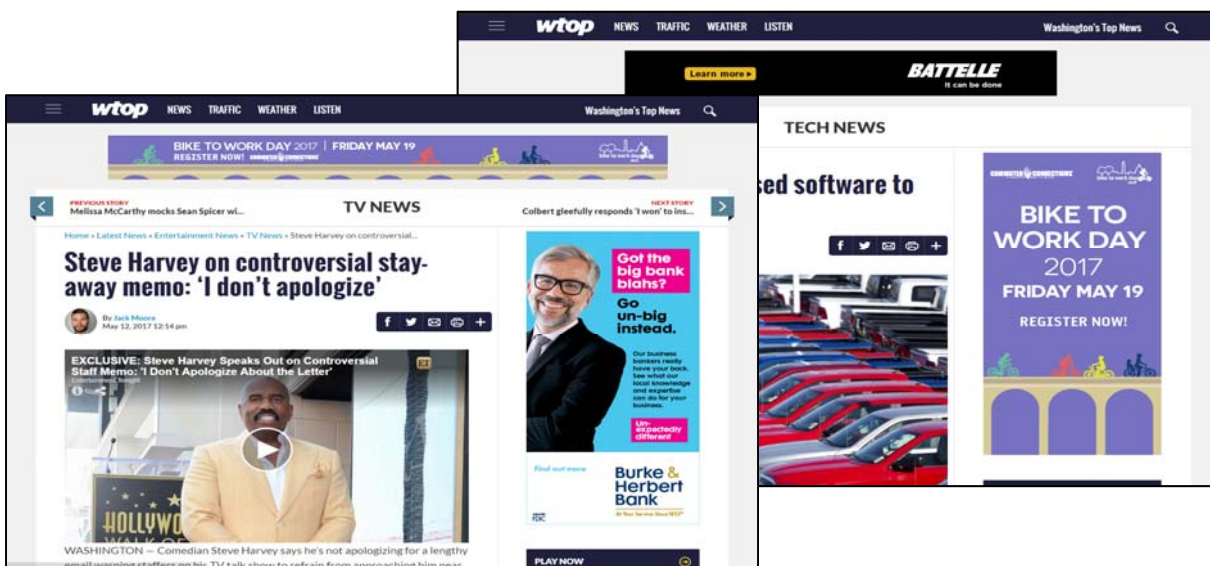
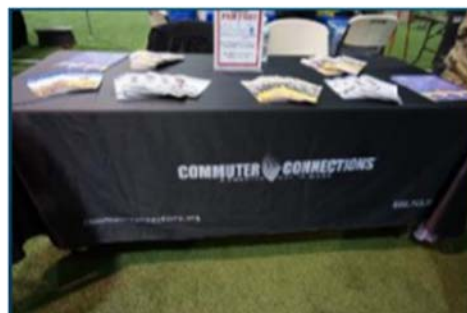
Minority Media Organization Outreach

Highlights:


1. BTWD was promoted in social media and websites by Black Women Bike, Gearin' Up, and the Greater Washington Women's Network;
2. Placements with Spanish speaking media and organizations included CentroNia, El Zol, Greater Washington Hispanic Chamber of Commerce, and Spanish Speaking Community of Maryland;
3. Nick Ramfos was interviewed by WHUR, Washington, DC's original black/adult contemporary radio station.

News Social Media Support

On May 4th, 2017 Bike to Work Day was invited to participate in the 4th annual WJFK Fan Fest. The event took place at the NOVA Field House in Chantilly, Virginia. The family-friendly event focused on bringing together sports fan from around the community. It drew close to 2,000 people from the surrounding areas. Sport teams and other vendors provided games and information booths. A table provided Bike to Work Day brochures, and bicycling guides for people to grab. In addition, 250 custom magnets were created for the event, of which, 240 were taken.



Sponsor Social Media Support



MEMBERSHIP
benefits + discounts

AUTOMOTIVE
roadside + more

INSURANCE & FINANCES
protect + save

TRAVEL
plan + book

← **BACK TO SEARCH**

LEAVE THE CAR AT HOME AND DUST OFF THE BIKE TO CELEBRATE BIKE TO WORK DAY

MAY IS NATIONAL BIKE MONTH, SHARE THE ROAD AND GIVE THREE FEET CLEARANCE



ABOUT TRAVEL CHOICES RESOURCES LOCATIONS

Bike to Work Day 2017



BIKE TO WORK AND VISIT THE TYSONS CORNER PIT STOP
FRIDAY, MAY 19 / 6:30-10AM

1861 International Drive, in front of the Capital Grille building
(Corner of Chain Bridge Road (Rt 123) and International Drive)



LATEST NEWS TOP RETAILERS PHARMACY HEALTH BEAUTY GM/CONSUM

Video/Media Advocacy Cardinal Health RBC

Allegra Allergy supports Bike to Work Day events across the country

MAY 11, 2017 | BY MICHAEL JOHNSON



We at Grenier Law Group PLLC are very happy to announce that we will be a sponsor for D.C.'s Bike To Work Day 2017! Bike To Work Day is Friday, May 19, 2017, and is a massive celebration of the best way to get to work. Bike to Work Day is a free regional event featuring more than 80 pit stops around D.C., Maryland and Virginia. The pit stops have free t-shirts, snacks and prizes. It is a great event to celebrate and promote bicycle commuting, which is a healthy and environmentally sound way to get around.

Here is a link for more information about the event: <https://www.redfin.com/DC/Washington/2211-14th-St-NE-20019/home/10098524>

PETER ANDERSON

Organization Social Media

AMERICAN UNIVERSITY
WASHINGTON, DC

ADMISSIONS ACADEMICS RESEARCH UNIVERSITY LIFE

AHEALTHYU HOME > AhealthyU Bike to Work

Casey Aboulafia
HOMES WITH CASEY

Working in your interests,
Creating a pleasant experience,
Putting your mind at ease

Home Blog Buyers Find A Home Sellers Investors Past Clients Neighb

You are here: [Home](#) / Councilmember Brandon Todd talks Bike to Work Day

Councilmember Brandon Todd talks Bike to Work Day

May 23, 2017 By Greater Greater Washington

Welcome to the first installment in *Behind the Handlebars*, a series where I'll be riding and chatting with cyclists from around the region to learn more about why cycling is important, the pros and cons of our current

YouTube Social Support



Frederick Bike To Work Day 2017

The City of Frederick
[Subscribe](#)

98 views



A few days before Bike to Work day, News4's Adam Tuss takes his commute on two wheels. (Published Tuesday, May 16, 2017)



Bike to Work Day 2017 - Alexandria, Arlington, & DC

News4
[Subscribe](#)

78 views



Frederick Bike To Work Day 2017

The City of Frederick
[Subscribe](#)

116 views



NNSA/DOE Bike to Work Day

NNSA
National Nuclear Security Administration (NNSA)
[Subscribe](#)

32 views

Photos and Other Promotional items

World Bank Employer Challenge Luncheon



Charles County Proclamation



North Bethesda





Burke



THE BUS FLYER



Bike to Work Friday May 19th

THE BUS

Bike riders using TheBus to complete their trip will **RIDE FREE**

Free riders are on a first come, first serve basis and are limited to the space available on the bus bike rack.
Each bike rack holds two bikes.



Rushern L. Baker, III
County Executive



Darrell B. Mobley
Director

Prince George's Press Release

Media Advisory

For immediate release:

May 18, 2017

For more information, contact:

Paulette Jones,
Public Information Officer, Department of Public Works and Transportation (DPW&T)
Cell: 240-712-0298

TOMORROW: Prince George's County Waives Fares for Bicycles on *The Bus*, Establishes Regional 'Pit Stops' to Support "National Bike to Work Day"

LARGO, MD – On Friday, May 19, 2017, Prince George's County will waive fares for passengers bringing bicycles onto *TheBus* to support "National Bike to Work Day". That day, the County's Department of Public Works and Transportation (DPW&T) will also be disseminating bike maps, and bike safety and mobility information to the community and supporting ten special pit stops in the County that will assist bicyclist throughout the day.

"Bicycling promotes connectivity to and within communities, all while protecting the environment and improving people's health," said Prince George's County Executive Rushern L. Baker. "We want to encourage residents to explore using bicycling and transit options to get to work. Over the last six years we have added more bike lanes and biking friendly amenities and options throughout the County – including expanding bike share options that will be coming soon to more communities. Bike friendly communities are becoming more desired to home buyers and the business community and I am committed to making sure Prince George's County is on the right path for County bicyclists."

"Two years ago, DPW&T installed bike racks on all of our transit buses. We are pleased to take another next step to further encourage bicycle and transit connectivity by waiving fares for travelers who bring their bikes on *TheBus* on Bike to Work Day," said Darrell B. Mobley, Director, DPW&T.

May is National Bike Month, Bike to Work Week is May 15-19, and "National Bike to Work Day" on May 19th. For bicycle maps and safety tips click on the following links:

http://roads.maryland.gov/OPEN/Bicycle_Map_Side1.pdf

<http://maps.roads.maryland.gov/cyclemaryland/>

http://beststreetmart.net/resources/2013/SMART-0609_SafetyTipsBrochure_final.pdf

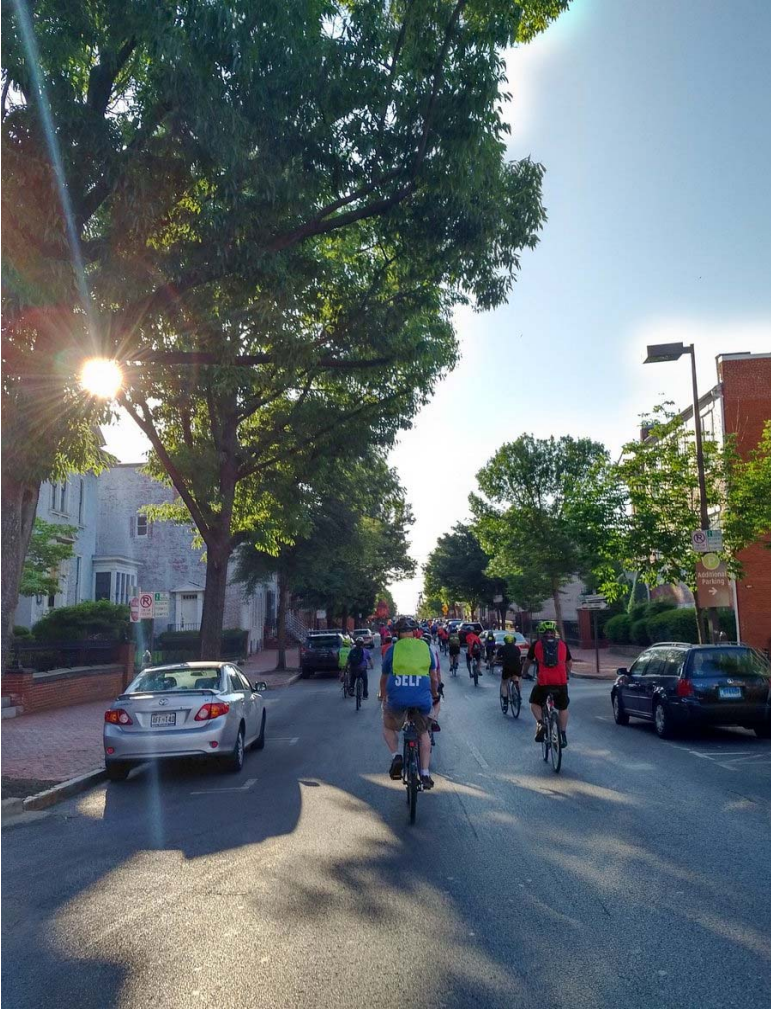
WHAT:

Prince George's County Waives Fares for Bicycles on *TheBus* and Establishes Pit Stops for "National Bike to Work Day"

Columbia Heights



Frederick



Rosslyn



Reston



