

**Bike to Work Day May 2012  
Event Report  
Washington DC Metropolitan Region**



**Prepared By:  
Commuter Connections  
Metropolitan Washington Council of Governments  
National Capital Region Transportation Planning Board  
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**Final  
November 20, 2012**

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## ACKNOWLEDGEMENTS

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Liz Badley	Reston Association
Kristen Barden	Adams Morgan Business Improvement District
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Justin Brown	National Geographic Society
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Anna McLaughlin	District Department of Transportation
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Jeff Palmer	Spokes Etc.
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Cindy Roeder	Town of Herndon
Wendy Block Sanford	City of Falls Church
Bruce Sawtelle	Takoma Bicycle
Claire Schaefer	Capitol Riverfront Business Improvement District
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Elisa Vitale	College Park Maryland
Kristen Watkins	LL Bean
Sheila Wilson	Montgomery County Commuter Services
Sally Wood	Prince William County Park Authority
Jim Young	Marriott International

\*Chair, Bike to Work Day 2012 Steering Committee

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

Nicholas Ramfos	Douglas Franklin
Mark Hersey	Michael Farrell

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

Shane Farthing	Greg Billing	Nelle Pierson
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**Washington Metropolitan Area Transit Authority (WMATA) staff included:**

Kristin Haldeman

**Virginia Department of Transportation  
Maryland Department of Transportation  
District Department of Transportation**

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The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments with assistance by the Washington Area Bicyclist Association. Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike to Work Day 2012 a success.

## **BACKGROUND and EXECUTIVE SUMMARY**

Bike to Work Day has been held annually in the Washington metropolitan region for over a decade and was originally started by the Washington Area Bicyclist Association with a main rallying point or Pit Stop in downtown DC. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day Steering Committee. In 2001 the Committee examined the feasibility of adding additional Bike To Work Day pit stops or rallying points throughout the region, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown exponentially every year.

Bike to Work Day planning began in the fall of 2011 for the 2012 May 18<sup>th</sup> event. The Steering Committee's goal for the event was set at 12,500 and reached. Overall the May 18, 2012 event generated 12,566 registrants from 58 pit stops.

The approximate breakdown of registrants by pit stop was:

1. Adams Morgan (DC) - 376
2. Alexandria – 586
3. Alexandria Carlyle - 199
4. Alexandria Mark Center - 117
5. Anacostia (DC) - 34
6. Arlington Rosslyn – 968
7. Arlington Ballston – 513
8. Bethesda – 685
9. Bowie Old Town– 19
10. Bowie Town Center – 38
11. Burke - 51
12. Buzzard Point - 55
13. Capitol Hill Eastern Market (DC) – 325
14. Capitol Riverfront (DC) - 165
15. College Park – 130
16. Columbia Heights (DC) - 294
17. Crystal City - 513
18. Fairfax Corner – 151
19. Fairfax City – 62
20. Falls Church 261
21. Farragut Square (DC) – 448
22. Frederick – 255
23. Golden Triangle Murrow Park - 89
24. Greenbelt - 54
25. Haymarket - 14
26. Herndon - 291
27. Hyattsville Magruder Park - 101
28. Indian Head - 26
29. Leesburg – 234
30. Manassas GMU – 55
31. Manassas Kelly Leadership Center – 21
32. Manassas VRE Station - 53

33. Merrifield – 132
34. Mt. Vernon Triangle (DC) - 280
35. NIH (Bldg 1) – 435
36. NIH (Exec Blvd) – 109
37. National Geographic - 358
38. Naval Medical – 196
39. NOMA (DC) - 280
40. North Bethesda – 190
41. Oxon Hill – 54
42. Ronald Reagan Building - 925
43. Reston – 449
44. Rock Springs - 137
45. Rockville Town Center – 202
46. Rockville Falls Grove – 170
47. Silver Spring – 325
48. Springfield - 87
49. Sterling-Orbital – 375
50. Takoma Park – Downtown/Old Takoma - 126
51. Takoma Park – Sligo Creek Trail - 44
52. Takoma Park – Takoma/Langley Crossroads - 5
53. Tysons Corner - 86
54. Vienna – 324
55. White Oak – 44
56. Woodbridge Chin Center – 29
57. Woodbridge Rippon VRE Station – 14
58. Woodbridge VRE Station – 12

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$45,550 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2012, 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 local Transportation Management Associations' (TMA) web sites.
- A radio and print media campaign by Commuter Connections.
- Outreach to employers through a direct mail marketing and email campaign by Commuter Connections.
- An article geared towards employers in the Commuter Connections newsletter.
- Local marketing efforts by the various pit stop managers.
- A direct e-mail solicitation and reminder to previous year's participants.
- Pit-stop banners designed and printed by Commuter Connections.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments Public Affairs Office, Commuter Connections and WABA.
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through City Bikes and BicycleSPACE.
- Newspaper advertisements.

In addition, 25 bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and other giveaways. Many Pit Stops had other activities for bicyclists and are described later in this report. The convoy routes were also posted on the event web site and allowed individuals to refer to the routes to join the convoys anywhere along the route at the specified beginning departure times.

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclist Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 1,154% from 2001 to 2012. Although bicycling accounts for a small percentage of the overall regional commute mode split, it helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

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

For the 2012 event Commuter Connections designed and managed the Bike to Work Day web site, while the registration functionality was still being handled by WABA. The web domains of [www.biketoworkmetrodc.com](http://www.biketoworkmetrodc.com) and [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) were secured and the 2012 Bike to Work Day event registration web site was launched in March. The web site masthead reflects the marketing materials to provide a uniform look and feel. With a dedicated site, more freedom was available to allow additional content and more focus on two key audiences; employers and new participants.



# Bike to Work Day 2012 Regional Sponsorship Declaration

Please Return by December 31, 2011

Please check one of the following Sponsor Levels:		Cash	In-Kind
<b>GOLD SPONSOR LEVEL</b>	<b>\$7,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items</i>			
<b>SILVER SPONSOR LEVEL</b>	<b>\$4,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on 11,000 T-Shirts plus Bronze level items</i>			
<b>BRONZE SPONSOR LEVEL</b>	<b>\$1,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on Website and 70,000 Brochures and/or Posters</i>			
If In-kind donation, please describe: _____			
_____			

*Quantity counts for 2012 are estimates based on previous year's activity. Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,000 in cash or \$2k in cash and \$2k in accepted merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration and is typically available at no extra cost; certain locations however may require a fee.*

Name : \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Please make check payable to the Metropolitan Washington Council of Governments  
777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org) in a high resolution format for quality reproduction by January 31, 2012. Preferred format is eps. Fax signed form to (202) 962-3203, or e-mail it to [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org). Contact Doug at (202) 962-3792 with any questions.



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



## **REGIONAL 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 2012 regional event:

### **Top Level Sponsors:**

- AAA Mid-Atlantic
- Bike Arlington
- BicycleSPACE
- City Bikes
- Commuter Connections
- ICF International
- Marriott International
- REI
- Washington Area Bicyclist Association
- Whole Foods

### **Other regional sponsors:**

- 495 Express Lanes
- Bikes@vienna
- Bike and Roll
- Brompton
- City of Alexandria Local Motion
- Coalition For The Capital Crescent Trail
- Crystal Ride
- GeoEye
- Green Guru
- Jamis Bicycles
- Metropolitan Washington Council of Governments
- OnGuard
- Peak Racks
- Potomac Pedalers
- Specialized
- Timbuk2
- Topeak

## HIGHLIGHTS FROM AREA PIT-STOPS

**Adams Morgan:** This was the second year Adams Morgan hosted a pit stop. With great participation by City Bikes with their bike clinic and All Natural BodyArmor Super Drink with samples of their new power drink. We also had pastries, bagels, oranges and bananas donated by Tryst and the Leukemia and Lymphoma Society passed out information about upcoming events they were hosting. We also had a DJ again this year.

With approximately 400 people come through our pit stop there were 330 who registered and we had 260 shirts. We limited the shirts to only those on our registration list and both last year and this year we had extra shirts at the end.

**Alexandria:** The Old Town Pit stop had 533 bikers register and the new Carlyle and Mark Center/BRAC-133 stops both had over 100 bikers sign up. With prizes and exhibitors a plenty bikers on their way to work showed up as early as 6:15 a.m. to show their support for Bike to Work Day. Prizes donated by both local and regional businesses were raffled off every 15 minutes and several bikers left our pit stops happy. Even more left with a sense of community and pride in what we like to think is the cleanest and healthiest way to commute to work.

Of course in addition to the bikers, the event would not have been successful if it were not for our gracious exhibitors and donators. Please see a complete list below of all the businesses and organizations that played an important part in making this one our best Bike to Work Days yet!

- Alexandria Bicycle and Pedestrian Advisory Committee (BPAC)
- Best Buddies
- Bicycle Pro Shop
- Bike and Roll
- Bread and Chocolate
- Bruegger's
- Capitol Bikeshare
- Chick-Fil-A Landmark
- Eco City
- Local Motion
- Potomac Riverboat Company
- REI
- Spokes Etc.
- St. Elmos
- Team In Training/Leukemia and Lymphoma Society
- Velocity
- Wheel Nuts

**Anacostia:** 34 riders registered for the event.

**Arlington – Rosslyn and Ballston:** Bike to Work Day 2012 was a great success. The weather was beautiful and there was a great turn out for the Rosslyn and Ballston pit stops and for the first time ever, the Rosslyn stop had the most registrations of any stop in the region! There were 968 registered riders for Rosslyn and 523 registered riders for the

newer stop at Ballston. Registration numbers were up over previous years across the region and Arlington followed this trend with a 10% - 20% increase over last year. The Rosslyn pit stop was again held at Gateway Park at the Ballston pit stop was held at Freshbikes bike shop. 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 125 medium prizes valued at \$10-\$30 and 50 large prizes valued at \$30-\$75 were given out between both pit stops. The grand prize at both Rosslyn and Ballston was a brand new bike, which riders were automatically entered for a chance to win by singing up.

Refreshments included bagels and coffee from Java Shack, bananas from Whole Foods, and granola bars. Unicyclists dressed as superheroes entertained the crowd throughout the morning. Congressman Jim Moran rode his bike from his house in Alexandria to the Rosslyn pit stop, where he delivered a rousing speech to an enthusiastic crowd. Also in attendance at Rosslyn was Arlington County Board member Jay Fissette and Director of Transportation Dennis Leach. Ballston was graced by the presence of Arlington County Board member Walter Tejada.

Partner organizations on hand included, 5-hour Energy, Arlington County Police Department, the Arlington Initiative to Reduce Emissions, American Diabetes Association, Arlington Bicycle Advisory Committee, Arlington Transportation Partners, Ballston BID, Best Buddies, Car Free Diet, Chick-fil-a, Freshbikes, Leukemia & Lymphoma Society, National MS Society, National Parks Service, Phoenix Bikes, REI, Revolution Cycles, Rosslyn BID, WABA, and ZipCar.

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

**Bethesda:** The Bethesda Pit Stop had a record of over 550 participants check in on-site.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee, and a DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- MD State Senator Brian Frosh
- MD State Delegate Susan Lee
- MD State Delegate Craig Zucker
- Montgomery County Council President Roger Berliner
- Montgomery County Council Member George Leventhal
- Alex Wong of Congressman Van Hollen's office

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – dozens of prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Giveaways included water bottles,

pant-leg straps, and \$5 gift cards to Naked Pizza. We were also able to give away a supply of tire patch kits from Bicycle Space.

Several businesses were provided tables with representatives at the event, including: AAA/Clean Air Partners, YMCA, Team in Training, Equinox Fitness Clubs, Bethesda Green, the Lymphoma Research Ride and WABA, and we also hosted a special Bike to School Day check-in for Bethesda Chevy-Chase High School. Griffin Cycle was on site doing free bike maintenance checks and also gave out water bottles.

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

We had the pleasure of hosting the unveiling of Honest Tea's new bike rack initiative, presented by representatives from Honest Tea, Federal Realty and Bethesda Green.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 8th Annual Bicycle Commuter Spirit Awards. This year's winners were Steven Romanoff and Linda H. Starr. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Fox 5 News, 9 News Now and 88.5 WAMU. Professional event photography was done by Daniel Peck of Peck Studios.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: Calvert Investments, Griffin Cycle, AAA, Clean Currents, City Bikes, The Montgomery County Police Department, Equinox Fitness Clubs, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, Unity Woods Yoga Center, Hard Times Café, Team in Training, the Lymphoma Research Ride, 5-Hour Energy, Lilit Café, Bethesda Green, the Bethesda-Chevy Chase Chamber of Commerce, Naked Pizza, WABA and Drink More Water.

**Bowie Old Town:** Along with strong student participation there were 19 registrants for the event.

**Bowie Town Center:** 38 riders registered for the event with strong support from local sponsors.

**Burke:** 51 registered for the event with local sponsorship coming from FCDOT and The Bike Lane.

**Buzzard Point:** A strong 55 registered for the event.

**Capitol Hill BID:** The Capitol Hill BID, Capitol Hill Bikes and City Bikes sponsored a pit stop in the Eastern Market metro plaza between 6:30am-8:30am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free coffee, and Harris Teeter donated bananas for the event. Capitol Hill BID had their information on display and Capitol Hill Bikes and City Bikes will had representatives on

hand to pump air in bike tires and perform maintenance checks. For its first year, the event was a great success with about 150 participants attending.

**Capitol Riverfront:** 165 riders registered for the event with support from local vendors.

**College Park:** Bike to Work Day 2012 was a great success in College Park with more than 100 riders checking in at the pit stop. Prince George's County Council member Eric Olson, College Park Mayor Andrew Fellows, and College Park City Council members Patrick Wojahn and Robert Catlin were present for the event.

A special thank you goes out from the City of College Park and the University of Maryland to the College Park Pit Stop volunteers and sponsors – Bagel Place, College Park Bicycles, Maryland Milestones (Anacostia Trails Heritage Area, Inc.), MOMs Organic Market, Prince George's County Department of Public Works and Transportation, and REI. A Trek bike provided courtesy of Maryland Milestones and College Park Bicycles was raffled off and the lucky winner was Andy Joyce from University Park.

**Columbia Heights:** With 294 riders registering for the event, the Columbia Heights event was well attended with local vendors providing sponsorship support.

**Crystal City:** The Crystal City Pit Stop for a Bike to Work Day was a great success. Every year our stop has continued to grow and this year was no exception. On Friday, May 18th, we had great weather at the Crystal City Water Park and over 400 riders checked into our pit stop. We partnered with Corner Bakery to provide bagels, bananas and coffee for the riders, and the Crystal City BID provided water and granola bars. The Washington Area Bicyclists Association had a table with two volunteers that were giving out prizes and brochures. Revolution Cycles City Hub was on location with four staff members giving quick tune ups and safety checks for cyclists. Also, a Crystal City Chiropractic group, The Holistic Point, were giving free chair massages to keep riders loose for the ride to work. During a raffle one of our lucky riders won a new bike courtesy of Bike Arlington and Revolution Cycles. Pictures from the event can be found on the [Crystal BID's Picasa](#) website.

In addition to Bike to Work Day, the Crystal City BID sets up a pit stop for the entire Bike to Work Week. Our stop was open from 7:00a - 9:00a from May 14-18. Each day of the week we would give out a different prize including, bells, rear blinky lights, water bottles and flat kits. Monday and Tuesday the rain did not stop 30-40 riders from stopping by the Crystal City Water Park, and the rest of the week we saw over 80 riders a day. On Friday, we gave out whatever was left of the various prizes to each rider along with chances to win a Crystal City BID custom cycling jersey.

**Fairfax County Government Center-Fairfax Corner:** 151 signed up as registrants with strong support from local vendors such as Wegmans, REI, Fairfax Connector, The Peterson Group/Fairfax Corner, and Fairfax Advocates for Better Bicycling.

**Fairfax City:** 61 signed up as registrants with support from local sponsors such as Oasis Bikes and the City of Fairfax.

**Falls Church:** There were 250 registrants for the pit stop with far more bicyclists than that show up to take part in the festivities which included raffles, ice cream and smoothie

samples, bike tuning, live music, yoga, bike safety demonstrations, and information booths about the W&OD Trail, the Tanners Hills Blues Festival, bike registration and safety, and City events.

**Farragut Square:** A strong 448 riders registered for the event with great support from local vendors for sponsorship such as National Pedicabs.

**Frederick:** In May, TransIT participated in the annual Bike to Work Day by sponsoring the local pit stop, as well as offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and public transportation. This year, registrations at the Frederick pit stop increased 47% over last year to 252! Among the participants were elected officials from the City of Frederick, Frederick County, Maryland State Delegation, US Senate, US House of Representatives, and Maryland Department of Transportation. Many local sponsors also supported the effort by generously donating food, beverages, and prizes. The Bicycle Escape once again raffled a new bike, and N. Essmyer was the lucky winner! In the friendly competition among local businesses and organizations for the highest employee participation, Fort Detrick came in first with Frederick Memorial Hospital, Life Technologies, Wells Fargo, and The City of Frederick following. Hundreds of other regular commuters and first timers joined the group ride from Hood College to the downtown MARC Station. This year's ride was expanded to include the new bike lane on 7<sup>th</sup> Street.

A video of the event is available for viewing on Channel 99 or by clicking this link: [http://cityoffrederick.granicus.com/MediaPlayer.php?view\\_id=12&clip\\_id=1327](http://cityoffrederick.granicus.com/MediaPlayer.php?view_id=12&clip_id=1327).

**Golden Triangle Murrow Park:** With 89 riders registered with sponsorship from local vendors and National Pedicabs the event was well received.

**Greenbelt:** There were 50 bikers pre-registered with 43 bikers passing through. A caravan of 8 bikers left at 6:45am for an end destination of Freedom Plaza in DC. Breakfast foods, drinks and 25 bike related raffle prizes were provided due to the generosity of sponsors: Anacostia Trail Heritage Area, Greenbelt COOP Grocery, Greenbelt Homes Inc. and Arrow Bicycle. Along with t-shirts for those who pre-registered early, Prince George's County Department of Public Works and Transportation provided swag bags. There were three VIP Greeters: Leta Mach, Emmett Jordan and Ed Putens, all members of the Greenbelt City Council.

**Haymarket:** See Prince William County

**Herndon:** Over 278 riders were registered for the Herndon pitstop, and at least 192 came through and checked in. There were 12,700 registered riders in the region, 2,000 more riders than in 2011.

**Hyattsville – Macgruder Park:** With 101 riders registered and strong local vendor sponsorship the event was a success.

**Indian Head:** The Tri-County Council for Southern Maryland (Council) would like to thank all sponsors, presenters and participants that helped to make this year's Bike To Work/Wellness Day, held on May 18, 2012 in Indian Head, Maryland, such a success.

Bike to Work/Wellness Day was hosted by the Charles County Government and the Tri-County Council's Commuter Assistance Program, in conjunction with the Metropolitan Washington Council for Governments Commuter Connections and the Council's Regional Transportation Coordination Program.

This annual event stresses alternative transportation modes available to all citizens, including the disabled and senior citizen populations.

The focus of the Bike To Work/Wellness Day is to remind citizens that biking is one way to stay fit and healthy. The event also aims to promote wellness and preventative measures, such as healthy eating habits, and the importance of alternative modes of transportation which promote cleaner air and cleaner air initiatives. Through activities such as Bike To Work/Wellness Day, the Council and Charles County are actively adopting best practices that encourage an environmentally friendly transportation alternative that reduces road congestion and encourages healthier lifestyles.

A hearty thank you to the following for making our event such a success:

- Bicyclists from the Southern Maryland Region
- Bike Doctor of Waldorf
- Charles County Department of Health
- Charles County Government
- Charles County Public Facilities, Parks Division – Indian Head Hiker/ Biker Trail
- Charles County Senior Show Troupe
- Chick-Fil-A Restaurant, La Plata, Maryland
- The Henry E. Lackey AFJRROTC
- Indian Head Elementary School – 5<sup>th</sup> Grade
- La Plata Fitness Center
- Maryland Department of Transportation
- Maryland Transit Administration
- Naval Support Activity South Potomac
- Pinnacle Performance of Waldorf
- Spring Dell Center, Inc.
- Town of Indian Head
- Volunteers/Citizens of Indian Head and Charles County Maryland
- World Gym of La Plata

**Leesburg:** It was another successful Bike to Work Day at Raflo Park in downtown Leesburg. A total of 166 bicyclists stopped by to pick up T-shirts, enjoy refreshments and celebrate their ride to work. An additional 69 bike riders registered for this pit stop, for a total of 235. (Typically there are riders who opt-out of the pit stop visit if it is not on their way to work).

Those who did stop by enjoyed coffee, pastries, fresh fruit and other refreshments—all purchased from area businesses by the Loudoun County Office of Transportation Services. Water To Go of Ashburn provided containers of filtered water for bottle refills. Additionally, all participants received small first-aid kits. Bike to Work Day water bottles were available on a first-come, first-serve basis.

A representative of Bike Loudoun attended the event to share information on bicycle advocacy and offered information and support to participants.

A new attraction was the County's transportation-themed "corn hole" game. Many riders enjoyed tossing bean bags to qualify for gift cards and other prizes.

Bicycle Outfitters was on-site with bike mechanics available to assist riders. This Leesburg-based bike shop also provided a new bicycle which was displayed at the County Government Center during the weeks leading up to the event. On Bike to Work Day, the new bike was raffled and this year's winner was a Loudoun County Public Schools instructor.

**Manassas GMU:** See Prince William County

**Manassas Kelly Leadership Center:** See Prince William County

**Manassas VRE:** See Prince William County

**Merrifield:** With 130 registered for the event, the pit stop enjoyed sponsorship from TransUrban/495 Express Lanes, and NVPRA.

**Mt. Vernon Triangle:** At the BicycleSPACE Mount Vernon Triangle Pit Stop rolled out the red carpet recognizing the special unsung effort of those who commute by bike and give each person his or her own moment in the spotlight. After walking or biking across the carpet, there were refreshments available and everyone could settle in to enjoy music and mingle while awaiting the announcement of the winners of great prizes offered for raffle. As well, special guest speakers including Councilmember Tommy Wells, Police Chief Diane Grooms and MPD bicycle coordinator Sgt. Michael Ware made appearances and offered inspiring comments. The Mount Vernon Triangle community came out in full force, and with the support of Busboys & Poets, Pastry Chef Sol Schott, Ace Hardware, The UPS Store, and the MVT CID we were able to put on quite an event.

**NIH:** At the NIH Building One and Executive Blvd. pit stops combined, we had **607 NIH bikers** represented this year, including those who registered and 'bike-ins'! 376 people physically attended the event, with 4618 round-trip total miles commuted!

A couple of highlights:

1. NIH director, Francis Collins, bicycled to work again this year and attended the Building One pit stop with his wife, Diane, from North Bethesda. He spoke about the benefits of active commuting in combating the obesity epidemic in the US.

2. The first (hopefully annual) Carl Henn Bicycle Advocacy Memorial Award was awarded to Angela Atwood-Moore by Randy Schools of the R&W. Carl Henn of Rockville was president of the NIH Bicycle Commuter Club for several years and was tragically killed by lightning in the summer of 2010. Nancy Breen spoke in memory of Carl and Diane Bolton spoke about Angela's advocacy accomplishments. We were honored to have Carl's wife, daughter, and parents in attendance.

Videos of the event can be viewed on NIH's YouTube channel:



Bike to Work Day NIH 2012 <[http://youtu.be/A\\_iLYW7dybk](http://youtu.be/A_iLYW7dybk)>

Carl Henn Memorial Bicycle Advocacy Award 2012 <<http://youtu.be/qUPGHph8dVU>>

Thanks again to our sponsors:

- NIH Federal Credit Union
- NIH Fitness Center
- Eurest Catering
- NIH Recreation and Welfare Association
- NIH Police Department
- NIH Division of Amenities and Transportation Services (DATS)
- Proteus Bikes
- The Bicycle Place
- Hudson Trail Outfitters
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery (new sponsor!)

The Bicycle Place provided wrenching at main campus.

Proteus Bikes graced the main campus pit stop again this year with their bicycle-powered blender that made delicious fresh fruit smoothies for all to enjoy! (Bicycle Place and Proteus honor NIHBCB Bike Bucks, too.)

Hudson Trail Outfitters provided wrenching services at the Executive Blvd. pit stop and coordinated a Smartwool sock exchange.

**National Geographic:** This was the first year that National Geographic served as a pit stop for the entire Bike to Work day community, having previously hosted only employees who chose to bike to work. With incredible weather, fantastic sponsors and over 358 people registered, the event was a huge success, more than we could have hoped. The pit stop was hosted in National Geographic's courtyard, an ideal setting to welcome bikers, made even better with music and a setup that worked perfectly. With donations from many different divisions within National Geographic, as well as many outside sponsors, there were over 100 items raffled off over the course of the two hours the pit stop was open, including hats, shirts, fleeces and books. Refreshments were provided by a couple of primary sponsors, Caribou Coffee and Keany Produce, who both donated ample supplies to accommodate the many visitors. The local Potbelly Sandwich Shop was there giving away coupons and cookies, with a spinning board to win free sandwiches. Clif Bar donated two full boxes worth of Clif Bars that went very quickly. GoDCGo donated waterbottles, ankle straps, informational brochures and other items that were all available on a giveaway table, along with many National Geographic items donated by various divisions, such as NG maps, NG Kids cards and coupons to NG Live events. We hired a local masseuse, Lisa Schumacher, who provided short (5-10 minute) massages for those on hand. The Bike Rack, a local bike shop, brought a tent and offered repairs on-sight for those that needed them. Lululemon also donated a couple of giveaway bags to raffle off. WABA sent a representative, as did MS150, who were there answering questions and enjoying the festivities. We were also able to arrange a bike convoy with our president, Tim Kelly, leading a group of National Geographic riders into work and our pit stop, and had him say a few words thanking everyone for attending.

A big thank you goes out to everyone who helped make the event happen, especially our sponsors and those across National Geographic who organized all the supplies, audio visual equipment or donated gifts. It was a great success for all involved, and we are excited to grow the success of our pit stop in future years!

**Naval Support Activity Bethesda:** Naval Support Activity is home to the Walter Reed National Military Medical Center and this year saw a 50% increase in participation in the event. There were 194 registrants and 155 bikers that passed through the Naval Support Activity Bethesda Pit Stop. We partnered with the Morale Welfare and Recreation (MWR) organization on the campus to provide breakfast foods for the event.

**NOMA:** With support from the NOMA BID the 200 plus riders who came to enjoy food, music, and bicycle safety checks. Other sponsors who had tables at the event included US Cycling and Commuter Connections.

**North Bethesda:** At White Flint Mall, the North Bethesda Pit Stop and the North Bethesda TMD staff welcomed 206 eager cyclists beginning at 6:30am. Each registered cyclist received at Bike to Work Day T-shirt, water bottle, and other goodies and bike maps. They were treated to a variety of breakfast foods donated by our great sponsors—Bertucci's, Whole Foods, Enterprise Rideshare, The Columbia Bank, Retrofitness of Kensington & Rockville, Lymphoma Research Foundation, Trader Joe's, and Advance Martial Arts. Prizes and gift certificates were generously donated by Bob's Bike, Blu Water Day Spa, Salon Luna, Strathmore, BRIO Tuscan Grille and Tyson's Buffet & Restaurant. A very special thank you to our host, White Flint, for another great year!

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

Council members Nancy Floreen and Roger Berliner participated as did State Delegate Aruna Miller. They helped in presenting awards, the County's Bike To Work Day proclamation, and announced the winner for the new bike. Ms. Miller also gave an update on bike improvements including the Bethesda Trolley Trail-Edson Lane Trailhead. The grand prize, a new bike, was presented to Bill Szyperski by Council member Roger Berliner. A very happy Mr. Szyperski won a Giant *Escape 1* bike!

**Oxon Hill:** 2012 was in many ways the most successful bike-to-work day event in the short three-year history of the Oxon Hill Pit Stop. Overall, participation by the Oxon Hill community was up, the Oxon Hill Bicycle and Trail Club led a successful convoy downtown, and Maryland Park Bicycles provided bike tune ups and other information to the bicycle commuters that passed by. The final registration total was 54, which well exceeded numbers in 2010 and 11. Registrants included commuters heading to downtown Washington, D.C. and northern Virginia, as well as children heading to area schools.

In addition to the usual snacks, refreshments, trail maps, and prizes, John Epps of Maryland Park Bicycles provided bicycle tune ups and gear advice to the various commuters. His knowledge, expertise, and maintenance tips greatly added to the overall value of the pit stop to the bicycle commuters. Maryland Park Bicycles is a new bike shop that recently opened in Prince George's County and they are interested in continued

participation in the Oxon Hill Pit Stop, as well as possible future pit stops in the Maryland Park or Capitol Heights portion of Prince George's County.

Jim Hudnall of the Oxon Hill Bicycle and Trail Club also led a large convoy of riders from the Oxon Hill area to the main BTWD event downtown. It was the largest convoy coming from the Oxon Hill area in the three years of the pit stop. The convoy was supplemented by a large number of cyclists commuting by themselves to a variety of locations in D.C. and northern Virginia. It was evident that bicycle commuters heavily use the Woodrow Wilson Bridge Trail to reach destinations on both sides of the Potomac River, including destinations in Virginia, Maryland, and Washington, D.C.

The participation of both the bicycle club and bike shop greatly contributed to having a dynamic and successful pit stop. Other groups that assisted in the organization of the event included the Department of Parks and Recreation and the M-NCPPC Park Police, who worked to ensure that the trail was cleared and swept and that the necessary facilities were in place for both the pit stop and the riders heading to work.

**Prince William County:** Prince William County, Manassas and Haymarket participated in Bike to Work Day 2012. This year we had seven pit stops (Town of Haymarket, George Mason University-Freedom Aquatic & Fitness Center, City of Manassas, Chinn Recreation Center, Kelly Leadership Center, Rippon Landing VRE and Woodbridge VRE) and 198 bicyclists registered for the events. The new pit stop added this year was at the Woodbridge VRE. Prince William County government provided significant support for the events working closely with the Prince William Trails and Streams Coalition (PWTSC) to ensure the event was a success. Rick Holt, VP of PWTSC, acted as the PWC event coordinator again this year bringing together the different partners in the planning process. The largest group of cyclists to register came from PWC Public Schools and the largest group of cyclists from a business entity came from Lockheed Martin. The largest pit stop this year was at George Mason University – Freedom Aquatic and Fitness Center. Cyclists visiting this pit stop asked if a monthly bicycling event could take place. As a result of the interest in encouraging bicycling, a monthly bicycling event will be held at George Mason University starting in March 2013.

Chairman Stewart presented the Bike to Work Day proclamation again this year. Significant support was provided by Supervisors Principi, Covington, Nohe, May and Jenkins. Overall the PWC BOCS, and PWC staff, have played a key role in promoting the event and supporting infrastructure changes that make it safer and more inviting for people to bicycle in Prince William County.

Several of the bicycle businesses in the county stepped up again this year in supporting local pit stops by providing safety tune ups and professional advice to bicyclists. These businesses included; Haymarket Bicycles, A-1 Cycling, Bull Run Bicycle and Village Skis and Bikes. We also want to thank Panera, Wegman's, Todos Supermarkets, Freedom Aquatic and Fitness Center, PRTC and VRE for their generous donations in support of the event.

In 2013 PWC will add an eighth pit stop in the Town of Dumfries, with a target of 250 registered cyclists for all eight pit stops. The new REI that recently opened in Woodbridge has expressed interest in supporting the Bike to Work Day effort in Woodbridge next year. The focus on bicycling in PWC continues to grow and we look forward to a great Bike to

Work Day in 2013. We would like to thank MWCOG and WABA staff for their efforts to make this event a success every year.

#### Marketing efforts

- PWC Website
- PWC Cable Channel and YouTube
- Individual Supervisor's websites
- VRE Newsletter
- PRTC newsletter and PRTC website
- Prince William Trails and Streams Coalition website
- Bike Manassas Facebook page
- Bull Run Observer
- News Messenger
- Woodbridge Patch
- Manassas Patch
- Bristow Beat
- Bike to Work Day Proclamation from PWC BOCS
- Flyers
- Posters
- Banners

#### Bicycle Safety Measures

- Police provided traffic calming measures with portable traffic reader boards at two pit stops requesting drivers to slow down and watch out for bicyclists
- PWC Police bicycle patrol presence at selected pit stops; Freedom Aquatic & Fitness Center, Chinn Recreation Center, Woodbridge VRE and Rippon Landing VRE

#### Partnerships & Bike Shop Support

- PWC Board of County Supervisors
- PWC Staff
  - PWC Police
  - PWC Communications
  - PWC Transportation
  - PWC Department of Parks and Recreation
- Prince William Trails and Streams Coalition
- PWC Trails and Blueways Council
- Town of Haymarket
- Historic Manassas, Inc.
- Freedom Aquatic & Fitness Center
- George Mason University
- PWC Public Schools

- PRTC
- VRE
- Haymarket Bicycles
- A-1 Bicycles
- Bull Run Bicycles
- Village Skis and Bikes

#### VIPs/Entertainment

- Supervisor Covington visited the Freedom Aquatic & Fitness Center pit stop
- Supervisor Principi participated in supporting the pit stop at Rippon Landing VRE
- Mayor Earnie Porta of Occoquan biked and visited several pit stops in the east end of the county
- Music was provided at several pit stops

#### Prizes/Giveaways

- B2WD t-shirts for registered bicyclists
- B2WD volunteer t-shirts
- Water bottles were purchased from Bicycle Space
- Freedom Aquatic & Fitness Center provided water bottles, day passes and towels for cyclists registered for the George Mason University pit stop
- Assorted bicycle accessory items
- VRE provided free VRE trip passes for bicyclists registered for the Woodbridge, Rippon Landing and Manassas VRE pit stops
- PRTC provided a prize to be given out at each pit stop
- Bike lights purchased at cost from Bull Run Bicycles
- Bicyclists were entered in raffle for free bicycle from City Bikes

#### Food and Refreshments

- Majority of food and refreshments purchased with money donated to Prince William Trails and Streams Coalition and gift card from Wegman's in Gainesville
- Individual pit stops coordinated with local businesses for addition support. Chinn Recreation Center received a food donation from Panera Bread and the Woodbridge VRE pit stop received food a donation from Todos Supermarket in Woodbridge

**Ronald Reagan Building:** This year's pit stop was organized by the Downtown DC Business Improvement District (BID) and was held at the Ronald Reagan Building and International Trade Center's Woodrow Wilson Plaza, located right off of the Pennsylvania Avenue cycle track. The pit stop's traditional location, Freedom Plaza, was unavailable this year due to the Occupy protest. As an event partner, the Ronald Reagan Building generously donated the event space, tents, and tables. Two other partners contributed to the event's success: BicycleSPACE, who provided free water bottles and on-site bicycle tune-ups, and Whole Foods – P Street, who donated apples, bananas, pears, and KIND bars. A total of 859 participants registered for the pit stop and 506 of the registrants checked in at the t-shirt table. Several VIPs biked into the event and shared a few words

of encouragement with the crowd, including Congressman Earl Blumenauer – Representative from Oregon, Councilmember Mary Cheh – DC Council (Ward 3), Councilmember Tommy Wells – DC Council (Ward 6), and Director Terry Bellamy – District Department of Transportation. In between speakers, attendees visited the event exhibitors while munching on bagels and coffee. BicycleSPACE, Washington Area Bicyclist Association, the League of American Bicyclists, Bike & Roll, the National Park Service, and goDCgo were this year's exhibitors.

**Reston:** Over 350 bicyclists rode to the Reston Town Center this morning to celebrate Bike to Work Day. They were treated to free breakfast from Community Canteen, Great Harvest Bread Co., and Whole Foods Market. The Bike Lane was on hand to check out cyclists' bikes, and owner Anne Mader displayed photos and video from previous events. The Reston Bike Club, Friends of the W&OD Trail, Reston Association, the Y, LINK, and Fairfax Advocates for Better Bicycling had information tables and free items for cyclists. Liz Badley of Reston Association introduced Congressman Gerry Connolly, Hunter Mill Supervisor Cathy Hudgins, and RA President Ken Knueven who addressed the crowd at 8 a.m. They all noted the importance of bicycling as a transportation option. Knueven rode from his home in the Lake Anne area.

**Rock Springs:** The Rock Springs Business Park Pit Stop was located in the parking lot of Marriott International Headquarters on Fernwood Road, Bethesda, MD. The pit stop was open from 6:30 to 9:30 am.

Bike repairs were performed by Revolution Bike Shop and All American Bicycle Center. 137 cyclists registered at this pit stop, and rode their bicycles to work for a total of 1700 miles (morning and evening commutes combined, with an average distance of 17.5 miles.) Food, music and prizes made this a popular pit stop. The grand prize was a bicycle.

**Rockville Falls Grove:** With 170 riders registered and the convenient location, the event was a great success.

**Rockville Town Center:** Bike to Work Day 2012 marked the the third year the Rockville Town Center Pit Stop took place in front of the the Regal Theater located at 199 E. Montgomery Avenue, in the Rockville Town Center. This year we had, in advance, 203 online registrations, slightly greater than in 2011. 147 participants, including 39 walk-up registrants, actually attended the morning's event. Co-sponsors of the pit stop were once again by the Montgomery County Commuter Services and City of Rockville Traffic and Transportation Division

Carolyn Biggins, Division Chief, Montgomery County Transit Services, who attended the event last year, graciously accepted our invitation to help greet the bikers. Also attending was County Council Member Nancy Floreen who helped out with the prize drawings and ultimately gave away the Bike To Work Day Grand Prize, a bicycle, to Mr. Cal Pierce.

A special thank you goes out to the many employees from City of Rockville and Commuter Services that worked the registration and refreshment tables throughout the event. Music was provided by Ultimate Entertainment interspersed with prize drawings and promotional item giveaways.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by Drink More Water, Starbucks, and Whole Foods. Additional refreshments were purchased from Costco and Safeway. The Grand Prize bicycle was purchased at discount from The Bicycle Place in Silver Spring.

Exhibitors/vendors who staffed tables at the event included:

City of Rockville

Montgomery County Commuter Services

Clean Currents

REI Rockville – On the Spot Mechanical/Bike Checks

State of Maryland – Inter-County Connector (ICC)

Montgomery County DEP Solid Waste & Recycling

Montgomery County Police Department

**Silver Spring:** The Silver Spring pit stop was once again hosted by Discovery Communications and staffed by Montgomery County Commuter Services and some volunteers. This pit stop had over 300 online registrants and over 350 attendees, who started arriving as early as 6am. Preceding the date of the event, Montgomery County Executive issued a proclamation, which was accompanied by several press releases by the Public Information Office. A Bike To Work Day banner was hung up at a strategic location in Silver Spring, posters were disseminated at various locations in the County to raise awareness, while encouraging residents and employees to register online and participate in the event.

They were several vendors and exhibitors present at the event including, The Bicycle Place, Clean Currents, Hertz on Demand, The Alexander House, Whole Foods, YMCA, TRiPS Commuter Store, Best Buddies International, Maryland Transit Authority, Silver Cycles and Montgomery County Department of Environmental Protection. A commuter information table was set-up by Commuter Services where alternative transportation information including brochures, bike and pedestrian maps, rideshare, GRH information, were made available for attendees to pick-up.

We had prize drawings every 15 minutes, giving away prizes that were donated by area vendors such as, bike locks, helmets, bike gloves, bike pumps, gift cards, etc. Prize winners included the longest commute on a bike, most unusual bike, oldest bike, etc. The grand prize was a bicycle donated by Discovery Communications and was given away at the end of the event.

Food and water were provided by Whole Foods, DrinkMore Water and Commuter Services. Coffee was provided by Caribou Coffee. Music was provided by DJ Ultimate Entertainment.

Bike checks were done by Silver Cycles and the Bicycle Place.

Bike registrations were done by the Montgomery County Police.

Some of the dignitaries in attendance were – Art Holmes, Director of Montgomery County Department of Transportation and Sande Brecher, Chief of Montgomery County Commuter Services.

**Springfield:** The Springfield Chamber of Commerce helped headline the sponsors for the pit stop along with the riders. There were 87 registrants and over 80 attended the event.

**Sterling:** For the ninth consecutive year, Orbital Sciences Corporation and Loudoun County teamed to host the Sterling Pit Stop. A total of 376 cyclists registered for this stop. Volunteers and staff greeted 288 participants who visited the pit stop for T-shirts and received this year's Loudoun County giveaway—a small first-aid kit.

Refreshments served included coffee, juices, breakfast pastries, fresh fruit and grab & go snacks. Clif Bars were a huge hit—with many riders tucking one away for later. Ashburn's Water To Go provided a station with filtered water on tap. (New water bottles were offered on a first-come, first-served basis.) Bike Loudoun co-founder Pat Turner helped greet riders and shared bicycle advocacy information at the stop.

The County's new transportation-themed "corn hole" game was fun addition. Those who were successful tossing bean bags into the hole earned gift cards and other prizes. This proved to be a more effective than raffles for giving away small prizes as the winners were always present to take their prizes with them.

Tech support at the pit stop was provided by staff of Spokes Etc. in Ashburn. Their mechanics were on-site to assist riders throughout the morning. Spokes also partnered with the County on a bike giveaway for the pit stop. For the first time in several years, an employee of Orbital Sciences won the grand prize bicycle from Spokes Etc.

With fantastic weather, enthusiastic riders, and amazing support from Orbital Sciences, the Sterling pit stop had a fabulous morning.

**Takoma Park (3 pit stops)** - "Bike to Work Day was celebrated in Takoma Park for the first time with three pit stops that drew a combined 162 registered participants. The pit stops were located at the Gazebo on Carroll Avenue in Old Takoma, in the small park along Sligo Creek Trail at New Hampshire Avenue, and up at the Takoma/Langley Crossroads. Local business partners for the events included Takoma Bicycle, The Green Commuter, IHOP Takoma Park, and Starbucks. In addition, representatives from the Takoma Park's Safe Routes to School program and the League of American Bicyclists shared resources and safety information at the Old Takoma Pit Stop. The pit stops were community focused events, drawing not only commuters but also students, and families with children."

Also, this video highlighting the Old Takoma Pit Stop was produced by Takoma Park City TV: <http://www.youtube.com/watch?v=EQSUyj31dil&feature=relmfu>

**Tyson's Corner:** With great sponsors like LL Bean and the Tyson's Corner Mall the 80 plus riders enjoyed free food and music. There were 86 registrants for the event.

**Vienna:** Located on the W & OD trail, sponsors like Whole Foods and the Town of Vienna helped the riders (over 300) enjoy the event. There were 324 who registered for the event.

**White Oak/FDA:** Located at the FDA Historic Building #1 riders enjoyed free food and bicycle checks. There were 44 riders registered for the event.

**Woodbridge Chin Center:** Chinn had another successful day with Bike to Work. We had 30 register and 22 come through. It was a beautiful day, we had PWC police officers here to help, Jim from Village Bikes and Skies volunteered his time once again by doing bike



maintenance and answering any questions asked. Panera donated bagels and coffee for the event again this year. Sally Wood, General Manager was out taking pictures of all riders as they approached (some pictures are attached but I have an entire disc if anyone would like it). I had a couple of great volunteers here with me that was a tremendous help.

**Woodbridge VRE Station:** See Prince William County

**Woodbridge Rippon VRE Station:** See Prince William County

## EMPLOYER PARTICIPATION

Each year a challenge is held for employers to help encourage participation in Bike to Work Day. The top five organizations with the greatest number of bicyclists are placed into a raffle for a random chance to win a luncheon compliments of Commuter Connections. To commemorate Bike to Work Day accomplishments of small and mid-sized companies, Commuter Connections awards plaques for the highest participation at various employee size levels.

The winner of the Employer Challenge free luncheon was the National Institutes of Health with nearly 600 registrants.



On June 20, 2012, Commuter Connections staff presented an award to the National Institutes of Health in Bethesda, MD during a luncheon recognizing their outstanding participation and support. NIH had 591 employees registered for Bike to Work Day making them the largest participating company. During the event R&W President Randy Schools; Office of Research Services director Dr. Alfred Johnson; Tom Hayden, associate director, program and employee services, ORS, and acting director of the Division of Amenities and Transportation Services; Dr. Diane Bolton of the NIH Bicycle Commuter Club accepted an commemorative plaque from Director of Commuter Connections, Nicholas Ramfos.

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

### **Federal Employers**

Bureau of Labor Statistics	Equal Employment Opportunity Commission
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Internal Revenue Service	
Library of Congress	NASA
National Archives	National Capitol Planning Commission
National Institutes of Health	National Labor Relations Board
National Park Service	National Zoological Park
Naval Research Lab	NOAA
Office of Management and Budget	Securities and Exchange Commission
Smithsonian Institution	US Air Force
US Army	US Coast Guard
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Justice
US Department of Labor	US Department of the Interior
US Department of Transportation	US Environmental Protection Agency
US Government Printing Office	US House of Representatives
US Housing and Urban Development	US Navy
US Nuclear Regulatory Commission	US Patent and Trademark Office
US Peace Corps	US Postal Service
US Senate	USAID

### **State and Local Governments**

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

### **Private/Non-Profit Sector Employers**

AARP	Accenture
Alliance to Save Energy	American Trucking Associations
American Type Culture Collection	Anteon

AOL LLC  
Arnold & Porter  
AT&T  
Boeing  
Cable News Network  
Cambridge Systematics  
Congressional Quarterly  
CSC  
Digital Paper Corporation  
Downtown DC BID  
Fannie Mae  
Four Seasons Hotel  
Friends of the Earth  
Human Genome Sciences  
ICF International  
L-3 Titan  
Linowes & Blocher  
Marriott  
Mitreteck Systems  
National Geographic Society  
NatureServe  
NBC4  
NPR  
Orbital Sciences  
Public Broadcasting Service  
Qwest Communications  
RAND Corporation  
Rockwell Collins  
Sallie Mae  
Sitesafe  
Social & Scientific Systems  
SRA International  
Torti Gallas and Partners  
Verizon  
Westat  
Willard IC  
World Bank

**Universities and Colleges**

Catholic University  
George Mason University  
Georgetown University  
Montgomery College  
Strayer University  
University of Virginia

ASHA  
Baker Botts  
Booz Allen  
Calvert Group  
CEB  
Corporate Executive Board  
DC Bicycle Courier Association  
Discovery Communications  
EDAW  
FBR  
Fox 5  
GeoEye  
IADB  
International Monetary Fund  
League of American Bicyclists  
Lockheed Martin  
Metropolitan Washington COG  
National Cancer Institute  
National Wildlife Federation  
Navy Federal Credit Union  
Northrop Grumman  
NRECA  
PEPCO  
Quest Diagnostics  
Rails to Trails Conservancy  
Raytheon  
SAIC  
SCS Engineers  
Smith Barney  
Sprint  
Suburban Hospital  
U.S. News & World Report  
Wegman's  
Whole Foods Market  
Wilmer, Cutler and Pickering  
World Wildlife Fund

Galludet University  
George Washington University  
Marymount University  
NOVA Community College  
University of Maryland  
Virginia Tech University

## **RADIO ADVERTISING & MEDIA COVERAGE**

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event. A radio script was created and began airing in April on DC101, ESPN, and WJFK. The ESPN ad featured a personal read and endorsement by ESPN radio personality Andy Polin, an avid bicycle commuter. The radio stations also distributed rack cards at various promotional events.

### **Print/Online Media**

Loudoun Times - *Bike to Work Day*

The Washington Examiner – *Record number bike to work*

Washington Business Journal – *Bike to Work Day sets record*

Kingstowne Rose Hill Patch – *Bike-to-Work Day Comes to Kingstowne Area*

Burke Patch – *Burke Celebrates ‘Bike to Work Day’ (Photos!)*

EmpressNightOut.com DC Rider – *Half Way There*

dcist – *Bike to Work Day Tally: 12,700 Cyclists (and One Trike)*

ARL Now – *Bike to Work in Rosslyn (Photos!)*

Washington Post, Dr. Gridlock – *Be safe on Friday’s Bike to Work Day*

CBS Local – *‘Bike To Work Day’ Expected To Draw More Than 10,000 People In D.C. Area Friday*

Washington Post, The Buzz – *Bike to Work Day expected to draw thousands of D.C. area bicyclists Friday*

Herndon Patch – *Region Celebrates Bike to Work Week (Photos!)*

Ft. Belvoir Eagle – *Workers save time, money during Bike to Work Day*

Takoma Park Newsletter - *Bike Month*

Virginia Rail Express Newsletter - *May 18, Bike to Work Day*

Charles County Chambers newsletter – *New Bike to Work Day Website Launched for 2012*

Southern Maryland News Net – *Bike to Work Day, May 18*

Washington Examiner – *Bike to Work Day registration opens*

DC About.com – *Bike to Work Day in Washington, DC*

Prince William Trails & Streams Coalition – *Metro DC Bike to Work Day 2012*

Washington Post – *Dr. Gridlock*

The Bay Net – *Annual Bike to Work Day to be Held May 18*

### **Press Releases**

Record Breaking 12,700 Bike to Work

Thousands Expected to Bike to Work Tomorrow May 18th

Bike to Work Day Events Spread Throughout Metropolitan Washington Region

First Step to Big Savings for Commuters

Registration for Bike to Work Day 2012 Opens

## Television

TBD on Foot – *Bike to Work Day 2012 attracts more cyclists than last year's*

ABC 7 TV – *Friday is Bike to Work Day*

9 News WUSA TV – *Bike To Work Day Is Friday*

Charles County Government Video – *Bike to Work Day in Southern Maryland*

WMAU -D.C. Region's 'Bike To Work Day' Set In May

*National Institute of Health's Bike to Work Day Coverage*

## Radio

WAMU 88.5 – *Friday Marks 'Bike To Work Day' In D.C.*

WAMU 88.5 – *Great Day For A Ride: D.C. Comes Out For Bike To Work Day*

## Social Networking/Media

A Facebook page and Twitter account along with the Bike to Work Day website were maintained for Bike to Work Day. The Facebook page garnered 570 members. Twitter had a more active involvement in the week immediately preceding the event resulting in a following of almost 800 users. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

The screenshot shows the Facebook page for 'Bike to Work Day', a non-profit organization. The page is viewed in a browser window with the URL <https://www.facebook.com/pages/Bike-to-Work-Day/114250671942583>. The page header includes the Facebook logo, a search bar, and the user 'Mark Hersey' is logged in. The main content area features a post from June 21, 2012, at 12:24pm, where Commuter Connections presented a plaque to a winner. The post has 4 likes and 1 share. The post text reads: 'Commuter Connections held a challenge for employers to help encourage participation in the Bike to Work Day event. The National Institutes of Health (NIH) with nearly 600 registrants, had the greatest level of overall participation this year. NIH was randomly selected from among a group of top employers to receive a luncheon for bicyclists. On June 20, 2012, staff from Commuter Connections recognized the employer with a plaque for their outstanding support of Bike to Work Day.' The post includes a photo of five men standing together, one holding a plaque. Below the post, there are two comments: 'Dave Bonan whooopie. a plaque, how about that employer actually getting on a bike?' and 'Vinson Cornejo Its great to see the Commuter Connections reaching out to its riders! Congrats to the winner.' The page also features a sidebar with navigation options, a 'Wall' section with 570 likes, and a 'Sponsored' section with various advertisements.

**BIKE IN GOOD COMPANY**

bike to work day 2012

FRI MAY 18  
**BIKE TO WORK DAY**  
2012

**Commuter Connections**  
@BikeToWorkDay FOLLOWS YOU

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.  
Washington DC <http://www.biketoworkmetrodc.org>

Following 90 TWEETS 201 FOLLOWING 697 FOLLOWERS

**Tweet to Commuter Connections**

@BikeToWorkDay

**Tweets**

- Following
- Followers
- Favorites
- Lists

**Similar to Commuter Connections**

- Bike DC Ride** @BikeDC Follow
- Bike and Roll** @BikeandRollDC Follow
- districtcycling** @distridbyding Follow

twitter

© 2012 Twitter. About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers

**Tweets**

- Commuter Connections** @BikeToWorkDay 3h  
Lots of Elected Officials will be participating in Bike to Work Day such as D.C. Mayor Vincent Gray. See the full list [mwco.gov/commuter2/pdf/...](http://mwco.gov/commuter2/pdf/)  
Expand
- Commuter Connections** @BikeToWorkDay 3h  
Over 10,000 commuters have registered for Bike to Work Day occurring on Friday May 18th. What are you waiting for? [biketoworkmetrodc.org](http://biketoworkmetrodc.org)  
Expand
- Commuter Connections** @BikeToWorkDay 3h  
Hurry get a Free Bike to Work Day T-Shirt! Given to the first 11K who register at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) & attend a pit stop this Friday.  
Expand
- Commuter Connections** @BikeToWorkDay 11 May  
Forgot to register for Bike to Work Day? Over 7,000 commuters are already registered. There is still time. Go to [biketoworkmetrodc.org](http://biketoworkmetrodc.org) now.  
Expand
- Commuter Connections** @BikeToWorkDay 4 May  
Register for Bike to Work Day on Friday, May 20 at [biketoworkmetrodc.org](http://biketoworkmetrodc.org). Then go to Facebook to let your friends know. **Please Re-Tweet**  
Expand
- Commuter Connections** @BikeToWorkDay 30 Apr  
Are you participating in Bike to Work Day for the first time ever on Friday May 18th or are you a veteran of the event?  
Expand
- Commuter Connections** @BikeToWorkDay 27 Apr  
Over 12,000 people expected to Bike to Work on May 18...be one of them! [biketoworkmetrodc.org](http://biketoworkmetrodc.org)  
Expand

# Web Site

The screenshot shows a web browser window with the URL [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org). The browser tabs include Facebook, btwd, and Bike to Work Day. The website has a green header with the text "bike to work day 2012" and "BIKE IN GOOD COMPANY". A navigation bar contains links for HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER NOW, and SPONSORS.

## Bike to Work Day

On Friday May 18, 2012 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. We have reached 11,000 registrants and are no longer providing T-shirts. You are still welcome and encouraged to participate and receive free refreshments, be part of the raffle for a free bicycle, and may get other prizes at one of the 58 pit stops throughout D.C., MD, and VA.

**REGISTER NOW**



**PIT STOPS**

Over fifty pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. [Register](#) now, it's free!  
[Read more](#)

**COMMUTER CONVOYS**

Bicycle commuter convoys are forming now for Bike to Work Day on May 18th. 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](#)

**FIND A RIDE BUDDY**

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area.  
[Read more](#)

**EVENT POSTER**

Click here to download a PDF of the Bike to Work Day 2012 event poster. [Email](#) it to your family, friends and co-workers.  
[Read more](#)

**SPONSORS**

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our sponsor page and find out more about these great organizations.  
[Read more](#)

**INCREASE YOUR BICYCLING SKILLS**

WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance throughout the Washington region. There are also seminars for commuting to work.  
[Read more](#)

The browser's taskbar shows the Start button and various application icons. The system tray in the bottom right corner displays the time as 1:14 PM.



## PROCLAMATION



# *Proclamation*

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

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

**WHEREAS**, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage employees to commute by bicycle; and

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

**WHEREAS**, a regional bike sharing system, Capital Bikeshare, has reached the milestone of 1.5 million trips and is poised for continued expansion beyond the District of Columbia and Arlington.

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

**WHEREAS**, the week of May 14th 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 18, 2012 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as illustrated by the Street Smart campaign.

---

TPB Chair

## Proclamation Signing



The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 18, 2012 designating May 18<sup>th</sup> as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, employers, 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 the TPB Chairperson, Todd Turner, City of Bowie Council. In attendance was Tommy Wells, DC Council, Nicholas Ramfos, Commuter Connections, and Greg Billing, Washington Area Bicyclist Association.

## MARKETING MATERIALS

The Bike To Work Day 2012 marketing materials used included the following items:

- Rack cards 3¾ x 8½" (57,000)
- Posters 8½" x 11" (32,000 a portion of which were is Spanish)
- T-Shirts (11,000)
- Banners 8' x 4' for 56 pit stops
- Water bottles with the BTWD logo imprinted were available for each pit stop for purchase, courtesy of BicycleSPACE.

The marketing materials developed for the 2012 BTWD campaign were targeted to employers and cyclists in the Washington Metropolitan region, each carrying the same uniform look and feel. The posters were distributed to employers by Commuter Connections through a mailing which included a letter with suggestions on how to promote Bike to Work Day at the Workplace. An HTML e-mail was sent to employers generate visits to the new web site. An e-mail blast was also sent to the previous year's registrants as a reminder to participate again. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work.

### Poster



Spanish Poster



# MONTE EN BICICLETA EN BUENA COMPAÑÍA

REGÍSTRESE EN [BikeToWorkDay.org](http://BikeToWorkDay.org) O LLAME AL 800-745-7433

Regístrate previamente antes del 11 de Mayo para una camiseta gratis\*, y el sorteo de una bicicleta

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES

Visite [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios

\*Camisetas disponibles en las ubicaciones de salida a los primeros 11,000 participantes que se registren

Más de 50 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.



© 2012



El 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.

bike to work day 2012

# 2012 VIERNES IR DE MAYO BICICLETA PARA IR AL TRABAJO

Rack Card



**BIKE IN GOOD COMPANY**

REGISTER AT  
**BIKETOWORKMETRODC.ORG**  
 OR CALL 800-745-7433

Pre-Register by May 11 for  
**Free T-Shirt\***  
 and Bike Raffle!

**FREE FOOD, BEVERAGES AND  
 GIVEAWAYS AT ALL LOCATIONS**

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for  
 specific pit stop locations and times.  
 \*T-Shirts available at pit stops to first  
 11,000 who register.

Over 50 Bike to Work Day pit stops  
 located in D.C., Maryland, and Virginia

  
 bike to work day 2012

**FRIDAY MAY 18  
 2012 BIKE  
 to WORK DAY**



COMMUTER CONNECT@NS  
 WARA  
 Marriott

REI  
 WHOLE FOODS  
 ICF  
 CityBikes

AAA  
 LOCAL MOTION  
 CITY OF ALEXANDRIA, VIRGINIA  
 Bike Arlington

BicycleSPACE  
 BIKES ROLL  
 CAPITAL CRESCENT TRAIL

CRYSTALride  
 GeoEye  
 PUBLIC SERVICE

ExpressLanes  
 JAMIS BICYCLES

GREEN GURU  
 ON GUARD  
 BROMPTON

TIMBUKE  
 TOPEAK  
 PREPARE TO RIDE  
 SPEEDLIFE

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



**BIKE TO  
WORK DAY 2012**

left chest - 2 5/8" wide



full back - 10" wide

Express Newspaper Ad



# BIKE IN GOOD COMPANY

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

The first 11,000 registered participants who attend a pit stop will receive a FREE T-Shirt and be entered into a bicycle raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS  
Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for specific pit stop locations and times.

Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia  
Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.



**2012** FRIDAY MAY 18  
**BIKE**  
to WORK DAY

Pit Stop Photos and Other Promotional Items

Adams Morgan





Alexandria Carlyle



Ballston



## College Park



## Falls Church



**Frederick**



**Greenbelt**



**Indian Head**



**Manassas GMU**



**Mark Center**



**NIH**



Rosslyn



## Woodbridge Chin Center



## Leesburg



**Sterling**



**Woodbrige Rippon**





## Chinn Center



## Kelly Leadership Center



## Columbia Heights



## Bethesda



Ronald Reagan Center



Old Takoma



**Sligo Trail**



**Langley Crossroads (Takoma)**



# Montgomery County's Proclamation



# Proclamation

## Montgomery County Maryland

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

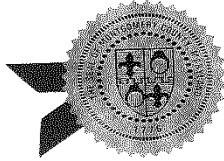
WHEREAS, bicycle commuting benefits both employees and employers through reduced transportation, parking and health care costs; lower employee absenteeism and turnover; increased employee productivity; and better employee health and fitness; and

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

WHEREAS, the month of May is *Clean Air Month* promoting air quality, and May is also *National Bike Month* which promotes bicycling as a means of transportation and recreation;

NOW, THEREFORE, DO I, Isiah Leggett as County Executive, hereby proclaim Friday, May 18, 2012, as

### BIKE TO WORK DAY



in Montgomery County. I urge all our residents to examine transportation choices available in the county and to choose, whenever possible, alternatives to the single-occupant automobile, particularly bicycling. I commend our citizens who bicycle and use commuting alternatives for their contributions to reducing traffic congestion and improving the health and welfare of the community.

Signed this 18th day of May in the year 2012.

  
County Executive