

ITEM 8 - Information

June 19 2013

Briefing on the 2013 Regional Bike to Work Day

Recommendation: Receive briefing on key slides from the attached Power Point presentation on the participation and events for the regional Bike to Work Day held on May 17.

Issues: None

Background: In an effort to increase public awareness of the viability of bicycle commuting in the Washington region, the Board at its meeting on April 17 proclaimed Friday May 17 as Bike to Work Day.

ITEM #8

Bike to Work Day 2013

National Capital Region Transportation Planning Board June 19, 2013



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Regional Marketing Materials

BIKE TO WORK DAY 2013 FRIDAY MAY 17

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

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

FREE FOOD, BEVERAGES AND SWEETENERS AT ALL LOCATIONS

Visit Biketoworkmetrodc.org for specific pit stop locations and times.

*T-Shirts available at pit stops for first 12,000 who register.

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

BIKE TO WORK DAY 2013

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BIKE TO WORK DAY 2013

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Regional Event Web Site

bike to work day 2013

BIKE TO WORK DAY MAY 17 2013

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

Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

REGISTER NOW

COMMUTER CONNECTIONS
CRYSTALride

PIT STOPS
Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and

COMMUTER CONVOYS
Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All

FIND A RIDE BUDDY
Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an

Twitter

Commuter Connections
@BikeToWorkDay

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

108 TWEETS | 208 FOLLOWING | 1,000 FOLLOWERS

Tweets

- Commuter Connections @BikeToWorkDay 17 May
More than 14,500 registered for Bike to Work Day 2013, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!
- Commuter Connections @BikeToWorkDay 16 May
#BikeToWorkDay is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!
- Commuter Connections @BikeToWorkDay 15 May
Beautiful weather perfect for bicycling is expected this Friday May 17th. Enjoy!
- Commuter Connections @BikeToWorkDay 14 May
Metro to host two pit stops on Bike to Work Day, May 17th to promote bicycling to Metro and taking Metro to work. [_wmats.com/about_metro/...](#)

Facebook



Regional Advertising

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

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

Free Food, Beverages and Giveaways at All Locations

BIKE TO WORK DAY 2013 FRIDAY MAY 17
REGISTER AT BIKETOWORKMETRODC.ORG OR CALL 800-745-7433

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

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Newspaper Ad



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Regional T-Shirt



Local Vinyl Banners



BTWD 2013 Proclamation Signing



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Local Promotion



12

Local Promotion



13

Local Promotion



14

Local Promotion





BTWD 2013 Confirmed Elected Officials and Dignitaries List

District of Columbia

Mt. Vernon DC
District of Columbia Councilmember Ward 6, Tommy Wells

Freedom Plaza
Federal Highway Administration Administrator, Victor Mendez
District of Columbia Mayor, Vincent Gray
District of Columbia Ward 2 Councilmember, Jack Evans
District of Columbia Ward 4 Councilmember Muriel Bowser
District of Columbia At-Large Councilmember, David Grosso

Maryland

Bethesda
Maryland Comptroller, Peter Franchot
Maryland State Delegate, Arianna Kelly
Maryland State Delegate, Susan Lee
Montgomery County Councilmember, Roger Berliner
Maryland Department of Transportation, Director of Bicycle and Pedestrian Access, Michael Jackson
League of American Cyclists Vice President Programs, Bill Nesper,

Frederick

Maryland Senator Barbara Mikulski's Office, Julianna Albowitz
City of Frederick Mayor, Randy McClelland
City of Frederick Alderman, Karen Young
City of Frederick Alderman, Michael O'Conner
City of Frederick Alderman, Shelley Aloï
City of Frederick Alderman, Carol Krimm
City of Frederick Alderman, Kelly Russell
Frederick County Commissioner, C. Paul Smith
Frederick County Commissioner, David P. Gray
Frederick County Council of Tourism Executive Director, John Fieseler
City of Frederick Bicycle/Pedestrian Advisory Committee Chairperson, MaryLynn Hinde

Maryland (con't)

Greenbelt
City of Greenbelt Mayor, Judith Davis
City of Greenbelt Mayor Pro Tem, Emmett V. Jordan
City of Greenbelt Councilmember, Leta M. Mach

Virginia

Alexandria - Old Town
City of Alexandria Mayor, William D. Euille

Arlington - Ballston

Arlington County Board Member, Jay Fisette

Arlington - Crystal City

Arlington County Board Member, Chris Zimmerman

Arlington - East Falls Church

Arlington County Board Member, Libby Garvey

Arlington - Rosslyn

Arlington County Board Chair, Walter Tejada

Fairfax City Downtown

City of Fairfax Councilmember, Dan Drummond
City of Fairfax Councilmember, Ellie Schmidt
City of Fairfax Councilmember, Steve Stombres

Herndon

Town of Herndon Mayor, Lisa Merkel
Town of Herndon Vice Mayor, Connie Hutchinson
Town of Herndon Councilmember, Melissa Jonas
Town of Herndon Councilmember, Sheila Olem
Town of Herndon Councilmember, Charles Waddell

Rockville Falls Grove and Rockville Town Center
City of Rockville Council member, Mark Pierzchala

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DC Mayor Vincent Gray



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DC Councilmember and TPB 2nd Vice Chair Tommy Wells



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Ray LaHood



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Ray LaHood



Ray LaHood

A screenshot of a Facebook post from Ray LaHood's profile. The post features a graphic for "BIKE TO WORK DAY 2013 FRIDAY MAY 17" with a stylized bicycle and city icons. The text of the post reads: "Bike to Work Day—big and getting bigger as bicycle commuting continues to grow. Congrats to all who rode, especially first-time bike commuters! http://usa.gov/2013/05/16/". The post has 2 shares and is part of an album titled "Timeline Photos".

Ray LaHood

A screenshot of a blog post from the United States Department of Transportation website. The page header includes the logo and "Department of Transportation". The main heading is "FAST LANE The Official Blog of the U.S. Secretary of Transportation". The article title is "Bike to Work Day, big and getting bigger as bicycle commuting continues to grow" dated May 20, 2013. The text congratulates participants and mentions cities from Anchorage, Alaska, to West Palm Beach, Florida. A graphic for "BIKE TO WORK DAY 2013 FRIDAY MAY 17" is included. The right sidebar contains social media links, a search bar, and a "SUBSCRIBE" section.

Earned Media Strategy

Objective:

To build on momentum generated by past years and communicate benefits of bicycling to work as a fun, healthy, and cost effective way to get to work. Committee goals were to exceed the previous year's 12,000 registration level, and exceed 2012 sponsorship dollars.

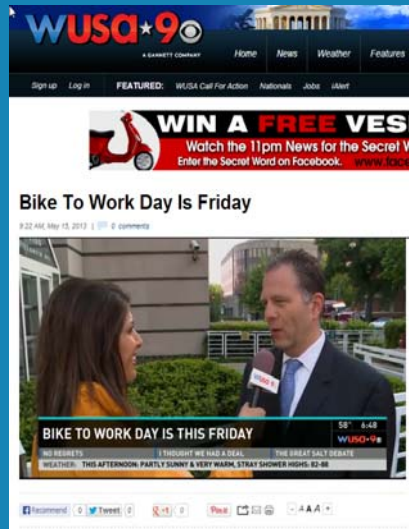
Earned Media Strategy

Tactics

- Drive people to the website and increase participation through placement of earned media via pre-event news releases/media advisories and pitches;
- Advance awareness of BTWD by placing listings on events calendars in print and online publications, sponsor websites, and bicycling/recreation/environmental regional websites;
- Develop and distribute news releases in collaboration with COG Public Affairs Office;
- Increase awareness of how employers can incentivize employees to bike to work using social media channels.
- Increase awareness and participation in BTWD through distribution of direct email notifications to employers, and stakeholders and partners;
- Leverage social media to promote BTWD with content created for Facebook and Twitter;
- Pitch and coordinate interviews

Media

- Six Press Releases sent out between March 27th through May 17th.
- Live interviews conducted on radio and television and phone interviews conducted with local newspapers.



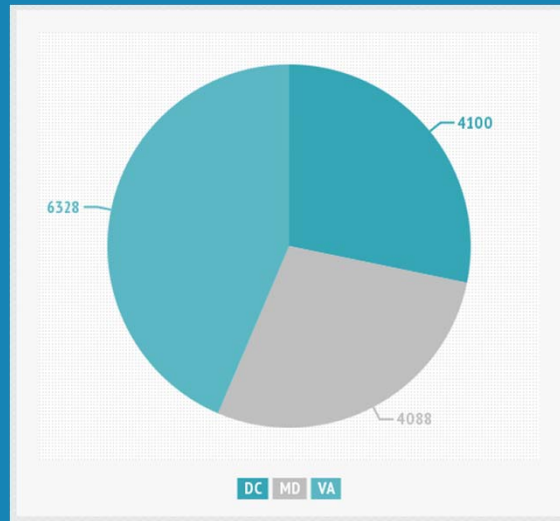
Total Registrants and Pit Stops

BIKE TO WORK DAY 2013

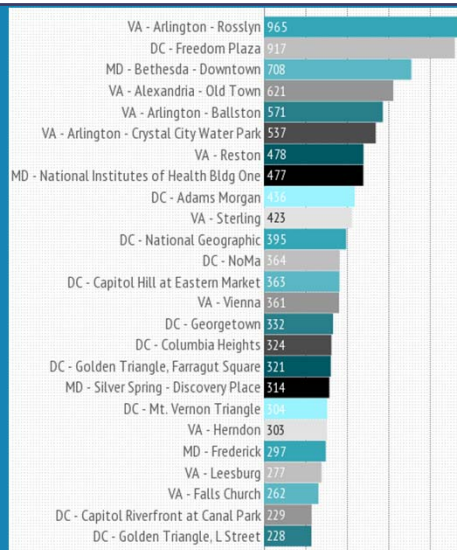
 **14,673**
Registered Riders

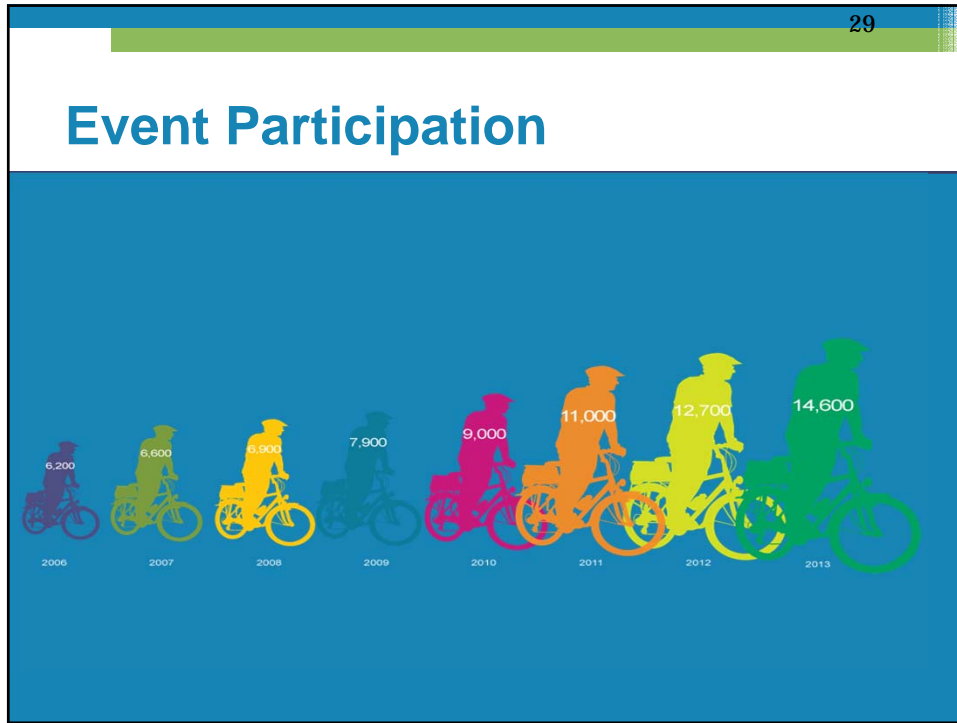
 **Over 70**
Regional Pitstops

Registered Bicyclists by State



Top 25 Pit Stops by Size





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Bike to Work Day Sponsorship

• Reached a record-breaking cash total of \$48,550, a 6.5 percent increase over 2012.

• In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent



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Questions

