

Bike to Work Day 2007
Washington DC Metropolitan Region
November 20, 2007



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

Draft Final Report

Table of Contents

Acknowledgements – Page 3

Background/Executive Summary – Page 4

Collateral Material – Page 6

Sponsorship – Page 7

Sponsorship Declaration – Page 8

Event Pit Stops, Convoys, and Prize Drawings- Page 9

Employer Participation – Page 16

Radio Advertising & Media Coverage - Page 19

Proclamation – Page 21

Marketing Materials – Page 22

ACKNOWLEDGEMENTS

The 2007 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Angela Atwood-Moore - NIH
Ann Beisel – Whole Foods Market
Bruce Wright – Fairfax County
Carrie Sanders – City of Rockville
Cathy Compton - AOL
Chris Wells and Mimi Murray– Fairfax County DOT
Dan Hayes – University of Maryland
David Hartford – Oasis Bike Works
Dotty Dalphon – TransIT of Frederick
Elisa Vitale – City of College Park
Frank Stevens – City of Bowie
Fred Shaffer and Victor Egu – Prince George’s County
John Brunow – Bikes@Vienna
John Ryder – City of Rockville
Yon Lambert – City of Alexandria
Judy Galen and Sharon Affinito – Loudoun County
Katie Sihler and Carly Nider - Arlington Transportation Partners
Michelle Byrne Parker and Kristen Blackmon – Bethesda Transportation Solutions
Mirza Donegan and Darlene Nader – NBTMD
Phil Koopman – City Bikes
Robin Briscoe – Tri-County Council
Terrie O’Steen, Sheila Wilson, Linda Provost, Laura Chin – Montgomery County

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
Mark Hersey Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Eric Gilliland Jeff Peel

Virginia Department of Transportation
Maryland Department of Transportation
DC Department of Transportation

For their continued funding support of the Commuter Connections Work Program.

The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Steve Kania with assistance by Eric Gilliland at the Washington Area Bicyclists Association.

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2007 a success.

BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region with a main rallying point or Pit Stop in downtown DC. This event has been coordinated by the Washington Area Bicyclists Association (WABA) for over a decade. 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 2001 Steering Committee to examine 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 with more participants signing up every year.

For the seventh year in a row, Bike to Work Day planning began in the fall of 2006 for the 2007 May 18th event. The Steering Committee's goal for the event was 6,500 registrants.

Overall the May 18, 2007 event generated over 6,606 registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 498
2. AOL-Dulles – 146
3. Arlington – 804
4. Bethesda – 515
5. Bowie Old Town– 22
6. Bowie Town Center - 38
7. College Park – 154
8. Crystal City - 212
9. Fairfax County Government Center – 121
10. Fairfax City – 95
11. Frederick - 72
12. Freedom Plaza (DC) – 1,494
13. Hyattsville - 66
14. Leesburg – 221
15. NIH - 324
16. North Bethesda – 154
17. Reston – 424
18. Rockville Courthouse – 121
19. Rockville Falls Grove – 92
20. Silver Spring – 319
21. Springfield - 60
22. Sterling-Orbital – 192
23. Tysons Corner - 71
24. Vienna – 368
25. Waldorf – 4
26. White Oak - 19

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$21,000 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 6,500 cyclists on Bike To Work Day (BTWD) 2007, included:

- Promoting the event through WABA's 3,000 cyclists' e-mail contact list.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site for route information.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections.
- A radio media campaign.
- Outreach to employers through a direct mail marketing campaign.
- An article geared towards employers in the Commuter Connections newsletter.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all 25 rallying points.

In addition, 22 bicycling 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 water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

*In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclists 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 31% from 2001 to 2007. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

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

COLLATERAL MATERIAL

The Bike To Work Day 2007 collateral materials used included the following items:

Rack Postcards 3¾ x 8½" (50,000)

Posters 8½" x 11" (20,000)

Bus Poster 78" x 14" (3)

T-Shirts (6,500)

E-mail marketing message to previous year participants

Web Site

The marketing materials used for the 2007 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The postcards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2006 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections also designed and maintained a web site for information and registration links to the WABA site.

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.

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 18, 2007 designating May 18th as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month.

SPONSORSHIPS

The Bike To Work Day Steering Committee solicited both monetary and in-kind sponsorships from a variety of companies in the metropolitan region. Sponsorship levels for the event included three categories. The categories and associated benefits were as follows:

Gold partnership \$7,000
Mentioned as Major Sponsor on approx. 75 Radio Ads, Logo on at least 6,000 T-Shirts, 50,000 Brochures, 20,000 Posters, Email and Letter announcing event and Web Site Logo Link.

Silver Partnership \$4,000
Logo on at least 5,000 T-Shirts, 50,000 Brochures, 20,000 Posters and Web Site

Bronze Partnership \$1,000
Logo on 50,000 Brochures, 20,000 Posters

The Steering Committee was able to secure eight Gold Sponsors: City Bikes, Greenpeace, ICF International, Whole Foods Market, Commuter Connections, Washington Sport & Health, and goDCgo.com. Other sponsors included: Kryptonite, Capital Crescent Trail, bikes@vienna, VPSI Inc., Cannondale, Caribou Coffee, Timbuk2, REI, Topeak, JandD Mountaineering, OnGuard, Potomac Peddlers, Bell, Breezer, Earth Justice, Reston Town Center, Jamis Bicycles, Serfas, Cannondale, Honest Tea, The Bicycle Place, Crystal City BID, and Big Wheel Bikes



Bike to Work Day 2007 Sponsor Declaration

Due Date: December 31, 2006

Bike to Work Day is on Friday May 18

Please check one of the following Sponsor Levels:

GOLD SPONSOR LEVEL	\$7,000	<input type="checkbox"/>
Mentioned as Major Sponsor on approx. 75 Radio Ads, Logo on 6,000 T-Shirts, 50,000 Brochures, 20,000 Posters, Email and Web Site link.		
SILVER SPONSOR LEVEL	\$4,000	<input type="checkbox"/>
Logo on at least 6,000 T-Shirts, 50,000 Brochures, 20,000 Posters and Web Site link.		
BRONZE SPONSOR LEVEL	\$1,000	<input type="checkbox"/>
Logo on 50,000 Brochures, 20,000 Posters and web site listing.		

Description of In-kind donation *if applicable*: _____

Note: quantity counts for 2007 are probable estimates based on previous year's activity.

Name: _____ Title: _____

Company/
Organization: _____

Address: _____

City State Zip: _____

E-Mail: _____ Phone: _____

Website: _____ Fax: _____

Signature _____ Date: _____

Please send check (payable to Metropolitan Washington Council of Governments) to 777 N. Capitol Street, Suite 300, Washington DC 20002 ATTN: Douglas Franklin. Fax back signed form to (202) 962-3203. Email high resolution logo to dfranklin@mwkog.org. For any questions please contact Doug at (202) 962-3792.



Highlights from the seventeen “Pit-Stops” are as follows:

Alexandria: On May 18, 2007 the City of Alexandria celebrated the ninth year of participating in the nationally held Bike to Work Day event. More than 350 bicycle commuters converged on Market Square at City Hall to celebrate bicycle commuting and enjoy free food, beverages, and services offered by area businesses and organizations.

Alexandria regularly hosts one of the largest turnouts in the DC metropolitan area and was the first local jurisdiction to host a Bike to Work Day event in 1999. For this year's event, organizers estimate that a record 6,600 people took part in Bike to Work Day activities across the region.

Organized by the Washington Area Bicycle Association, the event featured 24 pit stops in Virginia, Maryland and the District of Columbia where bicyclists could stop and relax and listen to various speakers. Many bicyclists then joined "commuter convoys" headed for a rally at Freedom Plaza in the District.

In Alexandria, Mayor Bill Euille and Vice Mayor Del Pepper, as well as city manager James Hartmann and Transportation & Environmental Services director, Rich Baier, were at the Market Square pit stop to welcome bicycle commuters.

City leaders stress their commitment to events like Bike to Work Day as a way to introduce more commuters to bicycling – a transportation option that is clean, quiet, efficient and is much less costly than driving to work.

Bike to Work Day occurs each May, which is National Bike Month. At the Alexandria event, the City and local partners offered information on bicycle and transit commuting, food and beverages, and administered bicycle tune-up stations.

Local event sponsors and exhibitors included:

Big Wheel Bikes - BikeWalk Alexandria - Bombay Curry Company - St. Elmo's Coffee Pub

Whole Foods Market - Brueggers Bagels – Flexcar - Spokes, Etc. - Wheeln' Bike Shop

ZipCar - City of Alexandria

AOL: Over 140 riders came to the company sponsored pit stop. AOL provided prizes and giveaways as well as a bike donated by the local bike shop.

Arlington: The Rosslyn Bike to Work Day event, hosted by Arlington Transportation Partners (ATP), was May 18, 2007 from 7:00 a.m. to 8:30 a.m. 499 riders attended the event. 444 registrants of the 766 total that registered prior to the event attended. 55 non-registered cyclists attended and approximately 15 cyclists did not sign in at the registration table.

Participants received a red BTWD t-shirt, a pack with antibiotic ointment, sunscreen, bandaids, and antibacterial wipes and several brochures such as the Arlington bike map and WALKArlington brochure.

Relevant transportation information was provided by ATP and Arlington County Commuter Services (ACCS). Staff from ACCS also recorded cyclists' car-lite or car-free stories. Arlingtonians for a Clean Environment, The Rosslyn BID, American Diabetes Association, and the Virginia Bike Federation also had materials available for riders.

Zipcar and Flexcar were both in attendance, providing 200 bagels each. Representatives from each company signed up attendees for memberships. VPSI also provided 200 bagels for the event. Whole Foods provided water and power bars and also distributed coupons. Sport&Health Clubs was in attendance and provided water as well as distributed free 7-day passes.

Prizes were provided by City Bikes. Representatives from REI, Conte's Bicycles and Fitness Equipment, and Spokes were on hand to provide free bicycle tune-ups. Conte's and Spokes also donated several gift certificates to be included in the raffle prizes. Bike police were also present, informing bikers how to use the new online bike registration. Entertainment was provided by Cajun Blues band Barrelhouse Brawl. Greenberry's Coffee supplied coffee for the event, VDOT supplied water and Honest Tea provided an assortment of teas and juices.

Arlington County Board Vice Chairman J. Walter Tejada gave remarks and cheered the cyclists' efforts. Bryan Spoon from Congressman Jim Moran's office also welcomed riders.

Although the skies were overcast and temperatures were chilly, cyclists were not deterred from enjoying the Bike to Work day festivities at Rosslyn Gateway Park.

Bethesda: With a record 515 registered participants, the Bethesda Bike to Work Day was a tremendous success! Actual attendance was close to 350. Speakers included: Maryland State Senator Brian Frosh; Maryland State Delegate Susan Lee; Montgomery County Councilmembers Nancy Floreen and Roger Berliner; State of Maryland Transportation Secretary John Porcari; Bethesda Transportation Advisory Committee members Jim Landry (past chair), Sue Morris (chair), Nelson Cooney (vice chair), Patrick O'Neil (secretary), David Smith, Beryl Neurman, Anne Martin, and Mal Rivkin.

Councilmember Roger Berliner served as the official Bike to Work Day emcee. He did a great job keeping the event program flowing smoothly, as there were many prizes to raffle, proclamations to read, and an award to present. 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.

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 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. Several businesses were provided

tables with representatives at the event, informing attendees of their services and products.

Mr. Berliner also helped present the fourth annual Bethesda Bike Spirit Award. This year's *Most Committed Bicycle Commuter* went to Dr. Charles Andrews, president of SS Papadopolus and Associates in Bethesda, for 23 years of biking to work and for encouraging co-workers to bike to work also.

The Gazette newspaper listed the Bethesda event in their Community News section the week before the event, took photos at the event and featured an article about the Bethesda area pit stops and the attendees in the following week's newspaper.

Bike to Work Day event partners included: City Bikes, R-E-I, Zipcar, Spring Mill Bread Company, Whole Foods Market, Bethesda Bagels, Caribou Coffee, Honest Tea, Sport & Health, Bike the Sites, Cool Capital Campaign, and Royal Fitness. Sponsors included: American Inn of Bethesda, Ben & Jerry's, California Tortilla, City Bikes, Gifford's Ice Cream, Hard Times Café, Original Pancake House, Mosaic Total Body Salon and Unity Woods Yoga.

Bowie Town Center and Bowie Old Town: Over twenty participants attended the Old Town pit stop with food provided by local vendors. At the Town Center, there were over thirty who came to the pit stop with food provided by the food shops at the Town Center. Also in attendance were many local school children who passed by the event.

College Park: City of College Park and University of Maryland staff and other volunteers managed the College Park pit stop, which was held at City Hall. 110 riders attended the event. The highlight of the morning was a 20-rider convoy of teachers and students from Northwestern High School that rode from the pit stop to the school. The winner for the longest commute was a rider from McLean, Virginia. Maryland Secretary of Transportation John Porcari, City of College Park Mayor Steve Brayman, City Council Members Mary Cook and Jack Perry, and University of Maryland Vice President Doug Duncan attended the event. Members of the City's Committee for a Better Environment helped staff the event and sponsored the purchase of coffee. The Bagel Place donated bagels, My Organic Market donated fresh fruit and water, Honest Tea donated tea, and REI donated giveaways and bike tune-ups.

Crystal City: Being able to leverage access to the Mount Vernon Trail, the Four Mile Run Trail, new bike lanes, and geographical proximity to Washington DC pedestrian access points, the Crystal City Business Improvement District sponsored a pit stop at the Crystal City Water Park along Crystal Drive in Arlington County. The pit stop hosted a total of 133 riders of a total of 196 registered participants. A total of 24 of the participating riders were not registered officially for the Crystal City Pit Stop, but signed in on the day of the event. Some of these individuals noted that they had registered for other pit stops and realized that the Crystal City stop was much more convenient for them.

The Crystal City BID provided water, energy bars, and granola bars to riders and coordinated with Sport & Health to provide massages, Caribou Coffee to provide a coffee station, and City Bikes to provide bike maintenance services.

DC Freedom Plaza: The Freedom Plaza pit stop had 1,494 participants enjoy breakfast and music along with giveaway items and presentations by local leaders. DC council members Yvette Alexander, Phil Mendelson, and Tommy Wells addressed the crowd assembled at Freedom Plaza. Matt Stern of the Chesapeake Climate Action Network updated his organization's efforts to increase local businesses to offer bike racks at their worksites. 94.7FM The Globe radio station provided music for the event in line with their "Thinking Green" campaign.

Fairfax County Government Center: Over 120 participants came to the government center and received free food provided by local shops (Caribou Coffee and others).

Frederick: Seventy-plus bicycle enthusiasts visited the Frederick pit stop located at the Frederick Transit Center — a 75% increase in attendance over the previous year! Participants enjoyed free food and prizes. Local bicycle shops provided free bicycle & helmet checks. Frederick resident, Jennifer Eberhardt, won a Breeze folding bike donated by the Bicycle Escape! Frederick Alderwoman Marcia Hall and Frederick Pedaler's President Brian King joined the event.

Hyattsville: Over 60 riders attended the pit stop and many more passed by en route to the Freedom Plaza pit stop.

Waldorf: Due to a scheduling difficulty the Waldorf pit stop did not hold an event.

Leesburg: It was a busy morning along the W&OD Trail at Raflo Park. A total of 212 participants registered for the Leesburg Pit Stop, up from 173 in 2006. On-site assistance was provided by staff from the Loudoun County Office of Transportation Services (OTS), VDOT, Plum Grove Cyclery, and Caribou Coffee.

At the check-in table staff distributed Bike to Work Day t-shirts, specially packaged lip balm, water bottles, bike bags as well as literature and prizes from VDOT. Riders also had the opportunity to register for the pit stop raffles and enjoy a quick chair massage.

Food and beverages were purchased by OTS, a portion with a donated gift card from Wegmans. Fresh fruit, breakfast pastries, Gatorade, juices, water and coffee were served.

During the two weeks prior to Bike to Work Day, the pit stop's grand prize bicycle from Plum Grove was displayed inside the Loudoun County Government Center. For the actual event, Plum Grove Cyclery provided free bike safety checks at the pit stop.

A VPSI van was staged at the pit stop, offering participants a chance to consider vanpools as another viable commuting option. Since May 2007 marked Loudoun County's 250th anniversary, festivities were incorporated into Bike to Work Day. A flag relay team rode bikes from Alexandria to Loudoun during Bike to Work Day offering additional publicity opportunities. In addition to prizes from WABA and City Bikes, many raffle items were given away throughout the morning including a golf outing and several restaurant gift cards. With dozens of returning riders, great weather, generous local sponsors, and outstanding staff support, all went well in Leesburg.

North Bethesda: Over 100 bike work participants stopped by the North Bethesda pit stop. Riders were treated to food donated from Trader Joe's as well as massages. The Bike to Work Day Hero Award was handed out by Councilperson Nancy Floreen to Thomas Raezer who commuted from Herndon to the Rock Spring Business Park. The winner of the free bike raffle was David Matusow.

NIH: About 200 registered bike commuters attended the NIH Bicycle Commuter Club's (NIHBCC) morning festival in front of Building 1, and around 100 more celebrated at the Rockledge and Executive Boulevard offices. The three NIH pit stops together welcomed more participants than most of the region's Bike to Work Day pit stops. Only the Freedom Plaza, Reston, and Vienna pit stops had higher attendance than NIH. Across the region, more than 6,600 people biked to work that day.

This strong showing allowed the club to defend its 2006 title for the highest employee participation in the event among Washington, D.C.-area employers from the Metropolitan Council of Governments.

The National Human Genome Research Institute (NHGRI) won a prize for the highest percentage of registered Bike to Work Day participants and the National Cancer Institute (NCI) claimed the prize for the highest combined bike commuting mileage. In recognition of these achievements, outstanding NIHBCC Bike to Work Day volunteers Peter Chines (NHGRI) and Julia Purdy (NCI) were each awarded an NIHBCC club jersey and \$50.00 Bike Buck note, redeemable at the businesses of the NIH Bike Bucks Bike Commuting incentives partners: Proteus Bicycles in College Park, and the Bicycle Place in Silver Spring.

Maggie Beddall with NIMH recruited IC directors on behalf of the club to ride for the day and recruit other staff to join them. The friendly inter-Institute competition didn't stop club members from collaborating to orchestrate group rides to show new bike commuters tried and tested safe routes to their NIH destinations. NHGRI's Peter Chines coordinated group bicycle-caravans from several community "checkpoints" and convoy leaders Diane Bolton of NIAID, Steve Friedman of NCI, Tom Gill of OD, Marc Gwadz of NLM, David Hurwitz of NLM, Nick Jakubovics of NIDCR, Sandra Menzies of OD, John Pugh of CSR, Lisa Vasquez of NCI, and Al Yergey of NICHD, headed the group rides to help everyone arrive safely.

Once commuters arrived at their NIH pit stop and grabbed a cup of coffee and breakfast food, they could also win a prize in a bike-themed raffle, pick up free WABA T-shirts, pick up pre-ordered NIHBCC jerseys, register to participate in the club's Bike Buck's program, and exchange information with other cyclists. City Bikes mechanic Paul Reighard provided free bike checks and tune-ups to bike commuters. Patty Yergey distributed water bottles and stickers on behalf of the Chesapeake Bay Foundation to emphasize the connection between greener commuting and a healthier environment.

Reston: Well over 400 riders attended the event at the Reston Town Center. The USGS again was strongly represented and local vendors helped out with providing food, bicycle checks, and prize giveaway items.

Rockville: The annual race from the Fallsgrove transportation center to the Red Brick Courthouse pit stop was held again with the cyclists keeping their title again. There were 92 riders who registered for the event for the Fallsgrove pit stop and 121 registered for the Red Brick Courthouse pit stop.

Silver Spring: Over 247 of the 340 registrants signed in for the 2007 Discovery Pit Stop. There were probably another 50 – 60 people that attended that did not register.

Discovery Communications was the host site for this event and contributed not only time and staff to make this event successful, but also donated one of the Grand Prizes Trek bicycle for the event. A second Grand Prize of a Trek bicycle was donated by The Bicycle Place. Discovery also gave us compass key chain and water bottles for our “Goody Bag” which included a golf towel, hand sanitizer and several bicycle route maps provided by Commuter Services. The Bicycle Place also donated a bicycle.

Guest speakers were George Leventhal, Montgomery County Council and Chuck Kines, M-NCPPC. Sande Brecher, Administrator, Montgomery County Commuter Services was the MC for Bike to Work.

Bicycle checks were done by The Bicycle Place and bicycle registration was once again handled by the Montgomery County Police with 20 people registering their bikes.

The Following Companies were Exhibitors:

- Commuter Services
- American Diabetes Assoc.
- Flex Car
- Gold's Gym
- JR - Ultimate
- Entertainment
- LA Fitness
- MC Police
- The Bicycle Place
- ZipCar
- Clean Energy
- Cool Capital Challenge

Music was provided by JR of Ultimate Entertainment. Throughout the event there were Bicycle Trivia questions to give prizes away and also conducted random drawings for prizes.

Prizes were donated from the following companies: Discovery Communications, Commuter Services, City Bikes, The Bicycle Place, AFI Silver Theatre and Cultural Center. Prizes ranged from bicycle locks to gift certificates to local theaters to a travel bag. Most prizes were bike related. Other Donations were also provided by the following companies: Whole Foods Market, Starbucks, Honest Tea, and Barcelona Nut Company. Food was provided by Montgomery County Commuter Services. The Bikes on Bus demonstration done by Montgomery County Ride On.

Outreach for the event included: Three “Over the Road” Signs; Email and Letter to Silver Spring employers and Chamber Members with Posters and Palm Cards; 2 Banners (Week of event at Discovery); Silver Spring Regional Service Center leaders message; Commuter Services Website; Commuter Connections outreach; and, Palm Cards in Take One Racks at City Place Mall, the Silver Spring Redevelopment Office and the Commuter Express store.

Springfield: Sixty registrants signed up for the pit stop at

Sterling: For the fourth consecutive year, the Sterling pit stop was held along the W&OD Trail at the entrance to Orbital Sciences Corp. This year, the pit stop opened 30 minutes earlier, at 6 a.m., to accommodate riders with longer commutes. A total of 185 participants registered for the Sterling Pit Stop, a slight increase over last year’s 179.

Prior to the event, the pit stop’s grand prize, a bicycle from Bicycle Outfitters, was displayed in the employee cafeteria at Orbital Sciences. During Bike to Work Day, Bicycle Outfitters was on-hand for bike safety checks.

Orbital maintained its tradition of serving as a generous host providing staff, tables, chairs, tents, coolers, an array of yogurt, fresh fruit, breakfast pastries, “grab and go” snacks and juices. Coffee was provided and served by Caribou Coffee.

Staff from VDOT and the Office of Transportation Services managed the check-in and raffle registrations. A steady flow of riders picked up t-shirts, water bottles, specially-labeled lip balm, bike bags, and literature and prizes from VDOT. LA Fitness took part in the pit stop with its staff offering free work-out passes and raffles for memberships. Throughout the morning several other gifts were raffled to riders including prizes from WABA, City Bikes, restaurant gift cards, sportswear items and movie passes.

Enthusiasm remained high throughout the morning. A crew from News Channel 8 was on-hand to speak with riders and report their Bike to Work Day experiences. With excellent weather, dedicated volunteers and incredible sponsors, the Sterling Pit Stop was a great success.

Tyson’s Corner: The pit stop was held at the Booz Allen Hamilton office building on Greensboro Drive. Over 60 riders attended the event.

Vienna: Over 300 registered for the event and over 200 attended the pit stop. Whole Foods donated staff time and food for riders and bikes@vienna (also a pit stop manager) donated bicycle gear and performed bicycle checks. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

White Oak/FDA: Twenty-five bike to work day participants attended the event at the White Oak Food and Drug Administration Historical Building. Local sponsors included: Barcelona nuts; Whole Foods Market; Honest Tea; Silver Cycles; and, Montgomery County Commuter Services. Bike safety checks were done by Silver Cycles staff and the Montgomery County Police department was there to register bicycles as well. The guest speaker was Michael Jackson, director of MDOT’s Bicycle and Pedestrian Access program.

EMPLOYER PARTICIPATION

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

*The winner of the Employer Challenge for a free Lunch was NIH, for the largest number of registrants (324) 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 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)
State of Virginia (including VDOT and VDRPT)
Town of Leesburg

Private/Non-Profit Sector Employers

AARP
Alliance to Save Energy
Anteon
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

Accenture
American Trucking Associations
AOL LLC
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

SRA International
Torti Gallas and Partners
Verizon
Westat
Willard IC
World Bank

Suburban Hospital
U.S. News & World Report
Wegman's
Whole Foods Market
Wilmer, Cutler and Pickering
World Wildlife Fund

Universities and Colleges

Catholic University
Galludet University
George Mason University
George Washington University
Georgetown University
Marymount University
Montgomery College
NOVA Community College
Strayer University

RADIO ADVERTISING & MEDIA COVERAGE

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

Radio Buy

The BTWD Radio spot aired the weeks of April 23, April 30 & May 7 on WWDC, WTOP, WRQX, WHUR, WASH & WWXX (ESPN)

BTWD Media Coverage:

There were a total of 54 outlets pitched; including print, radio, television and blogs. About 30% became placements.

Print

Connection Newspapers
Frederick NewsPost
Gazette
Leesburg Today
Metro Weekly
Potomac News
The Metro Herald
Washington Afro-American
Washington Business Journal
Washington City Paper
Washington DC Examiner
Washington Times

Radio

WARW 94.7 The Globe
C-Span Radio 60
WAMU FM 88.5 (NPR)
WPFW FM 89.3

Online/Calendars/Blogs

www.bikingbis.com
www.bikelane.com
<http://dcmetrostories.com>
<http://dc.metblogs.com>
www.dcist.com
www.wtopnews.com
<http://commuter.typepad.com>

Bike to Work Day Promotions

94.7 WTBG-FM (The Globe)

- 57 Bonus/PSA :60 Radio Spots
- Bike-to-Work Day Promotion- 2 week promotion supported by 30 promos
- “Bike to Work Day Crew” participated in the event at Freedom Plaza
- Online contest –People who registered for the event through the Globe website had a chance to win a bike or eco-friendly prize
- On-air interview before the event

April 18, 2007

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002-4239**

***PROCLAMATION ESTABLISHING MAY 18, 2007 AS
BIKE TO WORK DAY IN THE METROPOLITAN WASHINGTON REGION***

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

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

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

WHEREAS, the National Capital Region Transportation Planning Board through its Commuter Connections program promotes bicycling through its Employer Outreach project; and

WHEREAS, the month of May is "Clean Air Month" to promote air quality, and May 15th to the 19th is also national Bike To Work week, to promote bicycling as a viable means of transportation to and from work;

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

- I. Proclaims Friday, May 19, 2006 as Bike To Work Day 2006 throughout the Washington metropolitan region; and
- II. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

Marketing Materials

Bike to Work Day poster, rack card and interior Circulator bus card

There were 55,000 rack cards and 15,000 posters were printed at a cost of \$2,480. In addition, Commuter Connections provided banner art to the pit stops on a request basis.



BTWD T-Shirt

The sponsorship funds were used to print 6,500 color T-shirts for the event. Total cost \$3.49 each for a grand total of \$22,734.

2007 Bike to Work Day

FRIDAY MAY 18

Pit Stops:

- | | |
|---|--|
| WASHINGTON D.C.
Downtown D.C. | VIRGINIA
Alexandria
Arlington
Dulles
Fairfax
Leesburg
Reston
Springfield
Sterling
Tysons
Vienna |
| MARYLAND
Bethesda
Bowie
College Park
Frederick
Hyattsville
North Bethesda
Rockville
Silver Spring
Waldorf | |

