Washington DC Metropolitan Region
Bike to Work Day
2015 Event Final Report

Prepared January 19, 2016 by:

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

The 2015 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

Aguayo, Vanessa  Fairfax County Dept. of Transportation
Anderson, Vernon  National Institutes of Health
Atkisson, Blaine  Tri360
Barden, Kristen  Adams Morgan Partnership BID
Beavers, Steve  City of College Park
Beckman, Erin  Historic Manassas Inc.
Belanger, Kevin  City of Rockville
Bright, Aderyn  Community Forklift
Bryant, Steven  U.S. Food and Drug Administration
Burke, Brandon  WHS Transportation Office
Campanile, John  Takoma Bicycle
Carlile, Jack  U.S. Food and Drug Administration
Carlson, Jim  Montgomery County Commuter Services
Clark, George  Tri-County Council of Southern Maryland
Cosner, Danny  Dumfries private citizen
Dell, Chris  Spokes Etc.
Dennard, Beth  Montgomery County Commuter Services
Deutsch, Heather  District Department of Transportation
DiMercurio, Melissa  Van Eperen & Company
Epps, John  Maryland Park Bicycles
Gaither, Justin  Golden Triangle BID
Galen, Judy  Loudoun County
Gore, Lyndsey  Capitol Riverfront BID
Gregor, Janet  Carlyle Community Council
Gregorio, Eugenia  The Tower Companies
Handfield, Will  Georgetown Business Improvement District
Hayes, Dan  University of Maryland
Holt, Rick  Prince William Trails and Streams Coalition
Isis, Melanie  Takoma Langley Crossroads
James, LT Caleb  United States Coast Guard
Kelley, Tim  BikeArlington
King, Graham  Urban Athletic Club
King, Ryan  The JBG Companies
Koopman, Phil  BicycleSPACE
Kozay, Amanda  Naval Support Activity-Bethesda
Kuprion, Josh  REI
Kutruff, Julie  National Park Service
Manney, Nancy-Jo  Greater Springfield Chamber of Commerce
Maslar, Kelly  Capitol Hill Business Improvement District
McGarry, Meg  Edens
McGurk, Michael  Transurban
McPadden, Sami  Macerich
McPhail, Traci North Bethesda Transportation Center
Mejia, Michelle National Institutes of Health
Miller, Jude Marriott International
Miranda, Nohemy Fairfax County Dept. of Transportation
Moretz, Adrienne TransIT Services of Frederick County
Mumpower, Ollie City of Gaithersburg
Myers, Christian VéloCity Bicycle Co-op
Neiter, Jared Haymarket Bicycles
O'Brien, Kelly City of Fairfax
O'Keefe, Kathleen DowntownDC Business Improvement District
Ortiz, Gabe City of Alexandria
Ozberk, Erkin City of Takoma Park
Palmer, Jeff Spokes Etc.
Perine, Alissa NoMa Business Improvement District
Petty, Joe Crystal City BID
Phillips, George Prince William County
Pittman, Dan Prince William County
Quynn-Reno, Di City of Greenbelt
Rodriguez, Sarabeth U.S. Census Bureau
Roeder, Cindy Town of Herndon
Rose, Betty Peterson Management
Sawtelle, Bruce Takoma Bicycle
Segal, Jennifer National Geographic Society
Shaffer, Fred Maryland-National Capital Park and Planning
Simon, Steve Van Eperen & Company
Soloff, Ashleigh Reston Association
Stevens, Frank City of Bowie
Stoddard, Paul City of Falls Church
Sundeen, Kevin BicycleSPACE
Suter, JoEllen Prince William County Schools
Tait-Nouri, Gail Washington Metropolitan Area Transit Authority
Thompson, Chad Five Corners Strategies
Vanderpoel, Bayley VéloCity Bicycle Co-op
Vitter, Zoe Prince William County
Zucker, Jennifer Bethesda Transportation Solutions

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

Washington Area Bicyclists Association (WABA) staff included:
Michelle Cleveland Nelle Pierson

District, Maryland, Virginia, and U.S. Departments of Transportation
For their continued funding support of the Commuter Connections work programs.
Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike to Work Day 2015 a success.

The Bike to Work Day Committee

BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region for over a decade and was originally started by the Washington Area Bicyclist Association with a main rallying point or pit stop in downtown DC. In September 2000, The National Capital Region Transportation Board (TPB’s) Commuter Connections program, housed at the Metropolitan Washington Council of Governments, partnered with WABA to form a regional Bike to Work Day Steering Committee to examine the feasibility of adding additional Bike to Work Day pit stops or rallying points throughout the region in 2001, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown exponentially with more participants signing up every year.

Bike to Work Day planning began in September 2014 for the May 15, 2015 event. The Steering Committee’s lofty 13 percent increase goal for the 2015 event was 19,000. Though the amount of registrants, 17,483 was lower than the goal, the number represents a 4 percent increase over 2014. Of the participants there were 6,800 first time riders.
The approximate breakdown of registrants by the 79 pit stops was:

<table>
<thead>
<tr>
<th>Pit Stop Name</th>
<th>Count</th>
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<tbody>
<tr>
<td>DC - Adams Morgan</td>
<td>503</td>
</tr>
<tr>
<td>DC - Anacostia</td>
<td>58</td>
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<tr>
<td>DC - Capitol Hill at Eastern Market</td>
<td>485</td>
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<tr>
<td>DC - Capitol Riverfront at Canal Park</td>
<td>284</td>
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<tr>
<td>DC - Coast Guard HQ - Ward 8 SE</td>
<td>48</td>
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<tr>
<td>DC - Columbia Heights</td>
<td>454</td>
</tr>
<tr>
<td>DC - Edgewood - Met Branch Trail</td>
<td>195</td>
</tr>
<tr>
<td>DC - Fort Totten</td>
<td>51</td>
</tr>
<tr>
<td>DC - Freedom Plaza</td>
<td>932</td>
</tr>
<tr>
<td>DC - Georgetown - Waterfront Park</td>
<td>552</td>
</tr>
<tr>
<td>DC - Glover Park</td>
<td>108</td>
</tr>
<tr>
<td>DC - Golden Triangle - Farragut Square</td>
<td>356</td>
</tr>
<tr>
<td>DC - Golden Triangle - L Street</td>
<td>293</td>
</tr>
<tr>
<td>DC - Mt. Vernon Triangle</td>
<td>382</td>
</tr>
<tr>
<td>DC - National Geographic</td>
<td>650</td>
</tr>
<tr>
<td>DC - NoMa</td>
<td>551</td>
</tr>
<tr>
<td>MD - Bethesda</td>
<td>709</td>
</tr>
<tr>
<td>MD - Bowie Old Town</td>
<td>18</td>
</tr>
<tr>
<td>MD - Bowie Town Center</td>
<td>48</td>
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<tr>
<td>MD - Capitol Heights</td>
<td>17</td>
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<tr>
<td>MD - College Park - City Hall</td>
<td>137</td>
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<tr>
<td>MD - College Park - Metro</td>
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<tr>
<td>MD - FDA White Oak</td>
<td>100</td>
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<tr>
<td>MD - Frederick</td>
<td>398</td>
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<tr>
<td>MD - Friendship Heights</td>
<td>126</td>
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<tr>
<td>MD - Gaithersburg</td>
<td>154</td>
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<tr>
<td>MD - Greenbelt</td>
<td>147</td>
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<tr>
<td>MD - Hyattsville</td>
<td>124</td>
</tr>
<tr>
<td>MD - Indian Head</td>
<td>51</td>
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<tr>
<td>MD - National Institutes of Health Bldg One</td>
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<tr>
<td>MD - Naval Support Activity Bethesda</td>
<td>144</td>
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<tr>
<td>MD - North Bethesda - Nuclear Regulatory Commission</td>
<td>212</td>
</tr>
<tr>
<td>MD - Oxon Hill</td>
<td>78</td>
</tr>
<tr>
<td>Location</td>
<td>Code</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------</td>
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<tr>
<td>MD - Port Towns - Edmonston (Afternoon)</td>
<td>3</td>
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<tr>
<td>MD - Port Towns - Edmonston (Morning)</td>
<td>31</td>
</tr>
<tr>
<td>MD - Rock Springs Business Park</td>
<td>111</td>
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<tr>
<td>MD - Rockville - Fallsgrove</td>
<td>222</td>
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<tr>
<td>MD - Rockville - Rockville Town Center</td>
<td>222</td>
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<tr>
<td>MD - Rockville - Twinbrook</td>
<td>124</td>
</tr>
<tr>
<td>MD - Silver Spring - Discovery Place</td>
<td>434</td>
</tr>
<tr>
<td>MD - Suitland</td>
<td>40</td>
</tr>
<tr>
<td>MD - Takoma Park - Downtown/Old Takoma</td>
<td>162</td>
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<tr>
<td>MD - Takoma Park - Silgo Creek Trail</td>
<td>58</td>
</tr>
<tr>
<td>MD - Takoma/Langley Crossroads</td>
<td>11</td>
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<tr>
<td>VA - Alexandria - Carlyle</td>
<td>283</td>
</tr>
<tr>
<td>VA - Alexandria - Del Ray</td>
<td>189</td>
</tr>
<tr>
<td>VA - Alexandria - Mark Center</td>
<td>103</td>
</tr>
<tr>
<td>VA - Alexandria - Old Town</td>
<td>543</td>
</tr>
<tr>
<td>VA - Arlington - Ballston</td>
<td>555</td>
</tr>
<tr>
<td>VA - Arlington - Crystal City Water Park</td>
<td>571</td>
</tr>
<tr>
<td>VA - Arlington - East Falls Church</td>
<td>153</td>
</tr>
<tr>
<td>VA - Arlington - Rosslyn</td>
<td>953</td>
</tr>
<tr>
<td>VA - Arlington - Shirlington</td>
<td>200</td>
</tr>
<tr>
<td>VA - Arlington Columbia Pike/ Penrose</td>
<td>164</td>
</tr>
<tr>
<td>VA - Burke VRE Station</td>
<td>63</td>
</tr>
<tr>
<td>VA - Dumfries</td>
<td>12</td>
</tr>
<tr>
<td>VA - Fairfax City Downtown</td>
<td>96</td>
</tr>
<tr>
<td>VA - Fairfax County Government Center</td>
<td>137</td>
</tr>
<tr>
<td>VA - Fairlakes</td>
<td>69</td>
</tr>
<tr>
<td>VA - Falls Church (Afternoon)</td>
<td>58</td>
</tr>
<tr>
<td>VA - Falls Church (Morning)</td>
<td>307</td>
</tr>
<tr>
<td>VA - Haymarket</td>
<td>14</td>
</tr>
<tr>
<td>VA - Herndon</td>
<td>428</td>
</tr>
<tr>
<td>VA - Leesburg</td>
<td>280</td>
</tr>
<tr>
<td>VA - Manassas - George Mason University</td>
<td>61</td>
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<tr>
<td>VA - Manassas - Kelly Leadership Center</td>
<td>25</td>
</tr>
<tr>
<td>VA - Manassas - VRE Station</td>
<td>54</td>
</tr>
<tr>
<td>VA - McLean</td>
<td>62</td>
</tr>
<tr>
<td>VA - Merrifield - W&amp;OD Trail</td>
<td>175</td>
</tr>
</tbody>
</table>
Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, and heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections secured $47,100 in cash sponsorship donations that went towards the overall regional marketing efforts.

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

The Steering Committee’s resources to reach its registrant goal for Bike to Work Day 2015, included:

- Web site designed and maintained by Commuter Connections.
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA’s membership.
- Providing links from the local Transportation Management Associations' (TMA web sites to WABA’s site).
- A radio campaign produced and placed by Commuter Connections.
- Outreach to employers through a direct mail marketing and email campaign by Commuter Connections.
- An article geared towards employers in the Commuter Connections newsletter.
- Local marketing efforts by the various pit stop managers.
- A direct e-mail solicitation and reminder to the previous year’s participants to register and have others register as well.
- Banners designed and printed by Commuter Connections.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments Office of Communications and WABA.
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through REI, bikes@vienna, and BicycleSPACE.

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

Since 2000, the COG/TPB’s Commuter Connections program has worked to increase awareness of bicycling to work as a viable option by joining with the WABA in their efforts to promote and coordinate the region’s annual Bike to Work Day event. Commuter Connections created and maintains a regional marketing effort that helped to increase the number of cyclists participating in the yearly event by 250% from 2005 to 2015. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a sustainable means of transportation to and from work.

Since 2006, the Bike to Work Day Event has a budget line item for the Commuter Connections Work Program. Commuter Connections is funded by the District of Columbia Department of Transportation and the Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation.
Bike to Work Day - May 15, 2015
Regional Sponsorship Declaration

Please check one of the following Sponsor Levels:

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cash</th>
<th>In-Kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD SPONSOR LEVEL</td>
<td>$7,000</td>
<td></td>
</tr>
<tr>
<td>Mentioned as major sponsor on over 100 Radio ads, Social Media, plus all Silver and Bronze level items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILVER SPONSOR LEVEL</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Logo on 14,000 T-Shirts, Press Release, plus Bronze level items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRONZE SPONSOR LEVEL</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Logo on Website and 80,000 Posters and Rack Cards</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If In-kind donation, please describe: __________________________________________

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

Name: ______________________ Title: ______________________
Organization: ________________________________________________
Address: ____________________________________________________
City, State, Zip: ______________________________________________
e-mail: ______________________ Phone: ______________________
Website: ____________________________________________________
Signature ______________________ Date: ______________________

Please make check payable to the Metropolitan Washington Council of Governments (COG)
777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to dfranklin@mwcog.org in a high resolution format for quality reproduction by January 30, 2015. Preferred format is eps. E-mail signed form to dfranklin@mwcog.org or fax (202) 962-3202. Contact Doug at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.
SPONSORSHIPS

Commuter Connections gained both monetary and in-kind sponsorships from a variety of organizations in the Washington metropolitan region. The following is a list of sponsors who graciously donated to the Bike to Work Day 2015 event:

**Top Level Sponsors:**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott International</td>
<td>Gold</td>
</tr>
<tr>
<td>REI</td>
<td>Gold</td>
</tr>
<tr>
<td>ICF International</td>
<td>Gold</td>
</tr>
<tr>
<td>Bike Arlington</td>
<td>Silver</td>
</tr>
<tr>
<td>JBG Companies (Twinbrook)</td>
<td>Silver</td>
</tr>
<tr>
<td>Transurban</td>
<td>Silver</td>
</tr>
<tr>
<td>BicycleSPACE</td>
<td>Silver</td>
</tr>
<tr>
<td>KIND</td>
<td>Silver</td>
</tr>
<tr>
<td>City of Alexandria</td>
<td>Silver</td>
</tr>
<tr>
<td>Earth Justice</td>
<td>Silver</td>
</tr>
<tr>
<td>Crystal City BID</td>
<td>Bronze</td>
</tr>
<tr>
<td>Potomac Pedalers</td>
<td>Bronze</td>
</tr>
<tr>
<td>Coalition for the Capital Crescent Trail</td>
<td>Bronze</td>
</tr>
<tr>
<td>General Dynamics</td>
<td>Bronze</td>
</tr>
<tr>
<td>AAA Mid-Atlantic</td>
<td>Bronze</td>
</tr>
<tr>
<td>Bikes@vienna</td>
<td>Bronze</td>
</tr>
<tr>
<td>Kimpton Hotels &amp; Restaurants</td>
<td>Bronze</td>
</tr>
</tbody>
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**Other regional sponsors:**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Type</th>
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</thead>
<tbody>
<tr>
<td>Bike and Roll</td>
<td>In-kind</td>
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<tr>
<td>goDCgo</td>
<td>In-kind</td>
</tr>
<tr>
<td>BicyclePASS</td>
<td>In-kind</td>
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<tr>
<td>Green Guru</td>
<td>In-kind</td>
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<tr>
<td>Portland Design Works</td>
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<tr>
<td>Abus</td>
<td>In-kind</td>
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<tr>
<td>Brompton</td>
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</tr>
<tr>
<td>Ortlieb</td>
<td>In-kind</td>
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<tr>
<td>Chrome</td>
<td>In-kind</td>
</tr>
<tr>
<td>Whole Foods</td>
<td>In-kind</td>
</tr>
<tr>
<td>Jamis</td>
<td>In-kind</td>
</tr>
</tbody>
</table>
HIGHLIGHTS FROM AREA PIT-STOP

Adams Morgan: A great day at the Adams Morgan pit stop thanks to beautiful weather, the WABA Bike Ambassadors, CityBikes, BicycleSPACE, Tryst (for coffee, bagels and bananas). About 350 people came through the pit stop and lingered for a while. CityBikes did a bike repair clinic and both shops donated raffle items. There were raffle items every 30 minutes. Ward 1 Council member Brianne Nadeau was in attendance. The few left over shirts were taken to the Columbia Heights pit stop in the afternoon.

Alexandria – Carlyle: The 4th annual Carlyle Bike to Work Day Pit Stop welcomed perfect weather and a record turnout. Registrations were up 15% over 2014 and attendance was nearly 200 registered cyclists. During the event, Alexandria Councilman Justin Wilson, who cycled over to Carlyle’s Pit Stop, accepted a donation check from Pit Stop sponsor, Carlyle Council, to the City of Alexandria’s Capital Bikeshare Program. Carol Goodart, Carlyle Council Board member presented the check to Councilman Wilson and said: “We work closely with the City to encourage workers and residents to get out of their cars and take transit, ride bikes or walk to their destinations. The City installed two Capital Bikeshare stations last year in Carlyle and more are planned for the future. It is my pleasure to present Councilman Justin Wilson with this check to the City of Alexandria for Carlyle Council’s $100,000 donation to the City’s Capital Bikeshare Program.” Attendees were treated to Potbelly’s oatmeal bar and Whole Foods power bars while listening to Alan MacEwen, a guitarist with the well-known local band, The Grandsons, who performed for the first time at Carlyle’s Pit Stop. Carlyle’s Pit Stop generous sponsors donated food, raffle gifts, volunteers and exhibit items:

- Alexandria Renew
- Eisenhower Partnership
- Homebased Health Services
- One Life Fitness
- Popped
- Post
- Properties
- Potbelly
- Potomac Riverboat Co.
- Red Brick Town
- Regus
- SHRM
- Simpson Real Estate
- Services
- The Motley Fool
- The Westin Alexandria
- USPTO
- Wheel Nuts
- Whole Foods Market
- Velocity Coop

Alexandria – Del Ray: The Del Ray pit stop had 189 registrants. The event was held from 6am to 9am at Colasanto Park.

Alexandria – Mark Center: There were 103 registrants for the pit stop. The event was held from 7am to 9am.

Alexandria - Old Town: In 2015 the City of Alexandria had 531 Bike to Work Day registrants at its Old Town pit stop. Out of the 531 over 400 showed up the day of to pick up their free shirt! In addition to bikers, 12 City employees volunteered to help sign in bikers and help out the over 15 exhibitors that came to promote their products, services and organizations. The weather for the event could have not been any better as bikers
enjoyed food and snacks coffee from Misha’s and Sugar Shack, and great freebies from other exhibitors.  Bikers were also treated to over 20 donated raffle prizes that were raffled off every 15 minutes.  Prizes ranged from passes for the Potomac Riverboat to tune-ups from Bike and Roll and Bicycle Pro Shops.  Mayor Euille attend the event and address the crowd on the benefits of biking.

**Anacostia:** There were 58 registrants for the pit stop. The event was held from 7am to 8:30am at Washington Housing & Community Development building.

**Arlington – East Falls Church:** There were 153 registrants for the pit stop. The pit stop also had an event from 4pm to 7pm for commuters heading home from their worksites.

**Arlington – Rosslyn, Columbia Pike, Shirlington, and Ballston:** Bike to Work Day 2015 was a huge success! Arlington had a total of 6 pit stops: Rosslyn and Ballston were directly run by BikeArlington, Shirlington and Columbia Pike had the assistance of Phoenix Bikes and the Columbia Pike Revitalization Organization, respectively. BikeArlington also helped to provide marketing for the East Falls Church and the Crystal City stops. In total there were almost 2600 registrations in Arlington. Rosslyn had 953 registrations, Ballston had 555, Crystal City had 571, Columbia Pike had 164, East Falls Church had 153 and Shirlington had 200.

The Rosslyn pit stop was again held at Gateway Park and the Ballston pit stop was held at Freshbikes bike shop. The Columbia Pike location was held at Penrose Square and the Shirlington was located just outside the public library. DJs played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. An instant winner raffle/giveaway was implemented again this year with prizes for each cyclist. In addition to small prizes for everyone, more than 325 medium prizes valued at $10-$30 and more than 150 large prizes valued at $30-$100 were given out among all pit stops.

Refreshments included bagels, granola bars, bananas and coffee from Java Shack/Commonwealth Joe’s. In Shirlington Best Buns provided the refreshments and at Columbia Pike there was pie from the Acme Pie Company. Unicyclists dressed as Game of Thrones characters entertained the crowd throughout the morning. Sign spinners directed cyclists to the pit stops. In attendance at Rosslyn was Congressman Don Beyer who rode his bike from Alexandria and Arlington County Board member Walter Tejada who spoke on Arlington’s bicycle friendliness. Ballston was graced by the presence of Arlington County Board member Jay Fisette.

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 436 participants check in on-site and over 700 bicyclists pre-register.

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

- MD State Delegate **Ariana Kelly**
- Comptroller **Peter Franchot**
- MD State Senator **Susan Lee**
- MD State Delegate **Marc Korman**
- **Michael E. Jackson,** Director of Bicycle and Pedestrian Access, Maryland Department of Transportation
- Council Member **Roger Berliner**
- **Ken Hartman,** Director of the Bethesda-Chevy Chase Regional Services Center

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, Icebreakers, Griffin Cycle, Whole Foods, WABA, Montgomery County Police, Fitness Together, REI, Dahn Yoga, City Sports, Smoothie King, Capital Crescent Trail Coalition, Broadpoint, Bethesda Green, Smoothie King came out with staff to provide samples and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Carr Workplaces 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.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda’s 11th Annual Bicycle Commuter Spirit Awards. This year’s winners were Claudia Blackburn and Morris Klein. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine and WUSA DC Channel 9. Professional event photography was done by Danny Peck.

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

- Bethesda Bagels
- Bethesda Court Hotel
- Bethesda-Chevy Chase Chamber of Commerce
- Bethesda Green
- Bethesda Green
Bowie Town Center: – A total of 29 participants, including two “walk-ups” attended the Bowie Town Center pit stop. Hours were from 6:30 AM to 8:30 AM. This was the 12th year this location has hosted a pit stop on Bike to Work Day. Breakfast foods, coffee, juices and water were donated by the Simon Property Group, owners of the Town Center shopping center.

Bowie Old Town: Eleven registrants attended the Bowie Old Town pit stop, which was again held at the Huntington Fire Station (Company #19). Hours were from 6:30 AM to 8:30 AM. The City donated snacks and beverages; firefighters at the station assisted City staff with setting-up and taking-down the display.

Burke: It was an amazing event, the turnout was great. The riders came out to get their t-shirt and enjoy the wonderful morning with giveaways and food. It was a better attended event in 2015 than in 2014; we had Fairfax County Police department in attendance; as well as the bike lane (a local bike shop) and the Springfield Wholefoods, who supported the event with food in addition to a bike mechanic. Finally, Mr. Alan young from FABB, who is a continuous supporter of the event and participates every year. Thanks to everyone who made this event a great success.

Capitol Hill BID: The Capitol Hill BID, Capitol Hill Bikes, and City Bikes sponsored a pit stop at the Eastern Market metro plaza between 7:00am - 9:00am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free hot and iced coffee, and Harris Teeter donated snacks 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. The event was a great success with about 350 participants attending.

Capitol Heights: The pit stop had 17 registrants. The event was held from 6:30am to 8:30am at Maryland Park Bicycles.

Capitol Riverfront: The pit stop had 284 registrants. The event was held from 7am to 9am at Canal Park.

Coast Guard Headquarters: There were 48 registrants for the pit stop. The event was held from 6am to 9am at the U.S. Coast Guard Headquarters.
College Park City Hall: College Park’s City Hall pit-stop welcomed the return of sunny skies to our 2015 Bike to Work Day event. More than 100 registrants and other attendees enjoyed a great time from 6 - 9am. We provided plenty of energy food and refreshments. Bagel Place provided us with coffee and bagels. City Councilmember Patrick Wojahn gave a presentation about the importance of regional on-road bicycle accommodations, just before departing with a bike convoy to DC. City Councilmembers PJ Brennan and Fazul Kabir also stopped by on their ride to work demonstrating the City’s support for the event. Our first visitor of the day was also our longest-distance rider. College Park was their first pit stop during a more than 25 mile ride from West Laurel to Alexandria.

The University of Maryland loaned TerpRide, a customized event bus, to entertain the crowd. There were also free bike repairs and tune-ups courtesy of College Park Bicycles. With prize drawings every 5 minutes, all of the registered participants had a great chance of winning something from the large selection of raffle prizes: water bottles from REI and Proteus Bicycles, gift certificates from Plato’s Diner and Hanami Restaraunt, Nationals tickets from the College Park Car Wash, comprehensive bike tune-ups from College Park Bicycles, and lovely flower arrangements from Woods Florists.

Special thanks go out to City staff William Fleming, Angie Martinez, Janet McCaslin, Michael Stiefvater, and University of Maryland staff Anna McLaughlin, Dan Hayes, Mike Levengood and Nick Canada. In addition, the ongoing support of College Park’s Committee for a Better Environment is always appreciated and helps to make this event a continued success. We look forward to Bike to Work Day 2016!

College Park Metro: There were 55 registrants for the pit stop. The event was held from 4pm to 7pm.

Columbia Heights: Once again our afternoon pit stop at Columbia Heights Plaza was great: a good crowd of contented cyclists and committed volunteers, fabulous Spring weather, and plenty of prizes for the quarter-hour drawings. Representatives from Bicycle Space and WABA staffed an information table, and were joined by officers of the Third District of the Metropolitan Police. Bicycle Space mechanics were continually active answering biking questions and tuning up equipment in preparation for a glorious summer of commuting and riding. The Triangle Apartments sported the bright-orange banner overlooking the plaza, and Giant provided fruit and beverages. 335 people registered for the pit stop, and 128 collected their T-shirts; and additional 85 registered on-site, or had registered for another pit stop and made an appearance at Columbia Heights, too. Thanks to our 5 dedicated volunteers, and to all of the sponsors!

Crystal City: This year saw a complete 180° from last year’s weather. The pit stop was set up in the Crystal City Water Park all week from 7:00 AM to 9:00 AM, and had nice weather each day. This year there were custom Crystal City cycling jerseys given to the top 100 riders of the week. There were 82 people who rode every day, and another 25 ride at least 4 days. It was decided to give jerseys to the top 107 to the 5 & 4 Day riders. There was an average of 125 riders each morning from Monday to Thursday.

Dumfries: BTWD was a great success in Dumfries this year. The weather was rider perfect and we had an even dozen stop by the Dumfries Community Center for bagels, OJ, cereal bars, t-shirt, and a gift bag compliments of BTWD. Our biking riding
infrastructure in Dumfries is uneven at best but has been coming together piece by piece over the last decade, making biking safer but still sketchy along Route 1 corridor. But still a great day for all and numbers are growing in Dumfries BTWD.

**Edgewood Met Branch (DC):** The Edgewood Met Branch Trail pit stop had another successful year. It is the only pit stop located on the Met Branch Trail. Organized by the adjacent community with support from Bicycle Space and attended by the newest addition to the neighborhood, Gearin’ Up Bicycles, the pit stop was attended by hundreds of cyclists. The stop’s volunteers enthusiastically cheer on passing cyclists and offer free repairs.

**Fairfax Government Center:** This year the pit stop was moved to the Government Center from the Fairfax Corner Retail Center. A well-rounded turnout had interest from other Fairfax County Employees and visitors, who were interested in the event and stopped by. Participation from others included REI, whom was our on-site mechanic; Connector, the Fairfax County transit service, which brought their MAT bus, a training bus equipped with an audio system that provided music and gave interested riders the opportunity to try loading/unloading their bikes from the bus. Finally, the County’s Live Well health program participated by giving out sunscreen and had a table hosted by the local bike advocates, FABB. Over all it was a successful event and we would like to thank all who participated.

**Fairfax City:** The Fairfax City Downtown Pit Stop had a new location this year at the City’s new downtown park Old Town Square. We were located on a highly visible corner of the City’s downtown thoroughfare and had many people stop by to inquire about the event that hadn’t heard about it previously. All three of the bike shops located in the City participated at the pit stop, inspecting and fixing participants bikes and giving away free items such as wool socks. Local business sponsor Massage Green Spa was on hand to help relax the participants. We also had a map posted and asked participants to draw their route so we can collect data for future planning efforts. There were water bottle and bag giveaways from Cardinal Bank and we had special prizes that were awarded and given out after the event courtesy of over a dozen local businesses. The City of Fairfax Police Department volunteered a bike patrol officer to talk about rules of the road. The Chief of Police even biked to the pit stop himself. We were also joined by Mayor Scott Silverthorne, Delegate David Bulova and Councilman Jeffrey Greenfield. The participants seemed to really like the new location and giveaways we offered. We expect to use the same location next year.

**Fair Lakes:** There were 69 registrants for the pit stop. The event was held from 6am to 9am at the Fair Lakes Shopping Center.

**Falls Church:** The weather was much improved compared to last year. Although cool and cloudy, there was a much higher attendance at the Falls Church pit stop compared to 2014. Local bike shop and perennial sponsor Bikenetic provided substantial encouragement to riders and support for the event.

**Fort Totten:** There were 41 registrants for the pit stop. The event was held from 6:30am to 9:30am at the Metro station.
Freedom Plaza (DC): The Downtown DC Business Improvement District (BID) hosted almost 900 registrants at Freedom Plaza for this year’s Downtown pit stop. Several partners helped to make the event a success, including BicycleSPACE, who provided a red carpet, Whole Foods – P Street, who provided bananas, KIND, who provided snack bars, DC Water, who provided free TapIt water bottles and drinking water, and goDCgo who provided a Circulator bus to allow riders to practice loading their bikes onto the bus rack. Two Wheel Bike Valet Provided complimentary bike valet.

Attendees were treated to several prize drawings, which included a bicycle and accessories donated by BicycleSPACE, tune ups donated by Bike and Roll, gift cards to local restaurants, and Capital Bikeshare Annual memberships.

Several VIPs biked into the event and shared a few words of encouragement with the crowd, including U.S. Deputy Secretary of Transportation Victor Mendez, Congressional Bike Caucus co-chairmen, Rep. Earl Blumenauer of Oregon and Rep. Vern Buchanan of Florida, Phil Mendelson, D.C. City Council chairman, Councilmember David Grosso, Councilmember Brianna Nadeau, and Director of DDOT, Leif Dormsjo.

In between speakers and prize drawings, attendees visited the event exhibitors while munching on KIND bars, fruit, and coffee. AAA, BicycleSPACE, Bike and Roll, Crunch Gyms, DC Water, FreshFarm Markets, goDCgo, National Pedicabs, Potomac Pedalers, Riide, and WABA were this year’s exhibitors.

Frederick: Frederick had a record-breaking Bike to Work Day event in 2015, with over 400 registered riders (up 45% from 2014).

Enthusiasm was high as the Pit Stop included food and drinks donated by Dunkin Donuts, Giant Eagle, My Organic Market (MOM), The Common Market, Wegman’s, Gravel & Grind, Glory Doughnuts and more.

The crowd was welcomed by Frederick Mayor Randy McClement, County Councilwoman Jessica Fitzwater, Congressman John Delaney’s representative Sam Sevier, MD Delegate Carol Krimm. The MC was John Fieseler of the office of Tourism. The Parks & Rec department provided tables and chairs for food suppliers & vendors, which included The Bicycle Escape (who also donated a bike for the raffle), State Farm Insurance, the Common Market, Gravel & Grind, TransIT.

The annual pre-event Registration Celebration was held at Clemson Corner Shopping Center. The Bicycle Escape allowed us to set up a registration center at their store. Retailers provided free massages (Massage Envy), the Frederick Wine House had wine and cheese tastings at their storefront and pizza was donated from Coal Fire Pizza. 100 people participated in the event.

An online post-event survey indicated that 84% of participants were very satisfied with the event, 84% of registrants would recommend the event to a colleague or friend and 29% use biking as a commute mode.

Friendship Heights: Bike To Work Day 2015 kicked off the third year of the Friendship Heights (MD) pit stop, located on Wisconsin Avenue in Chevy Chase on the Wisconsin
Place plaza, at the Western Avenue District line. One hundred twenty riders registered and, of those, 112 checked in. In addition, there were 75 walk-ups for a total attendance of 187, a significant increase over the previous two years.

Visiting VIPs included Village of Friendship Heights Mayor Melanie Rose White; Town of Somerset Councilmember Barbara Condos; Mayor Jeffrey Slavin, Town of Somerset; and John Mertens, Friendship Heights Village Council. Montgomery County Commuter Services was assisted by staff from Sharp & Company, the County’s contractor for employer outreach in Friendship Heights.

Pit stop exhibitors and donors included:
- Clyde’s of Chevy Chase
- Whole Foods
- Drink More Water
- Montgomery County Dept. of Environmental Protection (MC DEP) – “Green Team”
- Wisconsin Place
- All-In-One Entertainment
- The Bicycle Place
- FitCrush
- Zipcar
- Island Press
- Friendship Heights TMD Advisory Committee members assisted with rider check-in and refreshments:
  - Barbara Condos
  - Campbell Greaub
  - John Mertens

Charles Crerand, Wisconsin Place manager and also a TMD Advisory Committee member, provided on-site storage for all event supplies. The Grand Prize drawing for the bicycle was held immediately after the event. The winner of the Trek 7.2 Hybrid was Matthias Kretschmer from Wedding Wire, a Friendship Heights employer.

**Gaithersburg:** There were 154 registrants for the pit stop. The event was held from 7am to 9am along Orchard Ridge Drive at Great Seneca Highway.

**Georgetown – Meigs Park and Waterfront Park (DC):** The Georgetown BID hosted a pit stop for the third year in a row at this location, and it was certainly the biggest turnout to date. With an estimated 550 attendees throughout the morning, we had great and enthusiastic crowds starting at 7:00 AM. Many area vendors offered freebees for cyclists including:

Dean and Deluca – bottled water and juice samples
Sprinkles Cupcakes – mini-cupcakes
Patisserie Poupon – cookies and madeleines
Baked and Wired - Granola
Revolution Cycles – free bike tune-ups, and an e-bike demonstration
Starbucks coffee – Coffee and all the fixings
Cove – Sign-up specials, sunglasses and mouse pads
Georgetown BID – water bottles and other items
In addition to those items, the GBID distributed the BTWD t-shirts, socks, seat covers, light sets, donations from marquis sponsors, and did a raffle for the Ortlieb Panniers as a grand prize, splitting the package so that there would be two winners – both of whom were exceedingly grateful to win. With the large attendance, the giveaways ran out by 9:00, but nearly everyone who registered for a t-shirt got one, and all attendees got something to eat, drink, or take home. The great weather helped everyone attending and working the event stay enthusiastic, and this turned out to be the best bike to work day yet for Georgetown.

**Glover Park:** There were 180 registrants for the pit stop. The event was held from 6:30am to 8:30am in front of the Savoy Suites Hotel.

**Golden Triangle – Farragut Square:** There were 355 registrants for the pit stop. The event was held from 7am to 9am.

**Golden Triangle – L Street (DC):** There were 292 registrants for the pit stop. The event was held from 7:30am to 9am.

**Greenbelt:** Bike to Work Day 2015 was the fourth year for the Greenbelt Pit Stop. A committee of five City of Greenbelt employees organized the event at the Greenbelt Aquatic and Fitness Center. There were 147 bikers registered with 101 passing through.

Jeff & Laurie Lemieux of Proteus Bicycles in College Park led 13 bikers on a convoy to downtown Washington DC. There was an express route directly to Freedom Plaza and a local route via College Park to Freedom Plaza. Arrow Bike Shop and Proteus Bicycles provided mechanics who stayed busy the entire two+ hours.

In addition to food and drinks, each rider received a t-shirt and swag, including custom printed spoke sliders. Thanks to our sponsors for food, swag and raffle prizes: Anacostia Trail Heritage Area, Greenbelt COOP Grocery, Arrow Bicycle of Hyattsville, Proteus Bike Shop of College Park, Chef Lou Desserts, Prince George’s County Department of Public Works and Transportation. New sponsor this year was DrinkMore Water.

**Haymarket:** There were 14 registrants for the pit stop. The event was held from 6am to 9:30am at Haymarket Bicycles.

**Herndon:** There were 362 registrants for the pit stop. The event was held from 5:30am to 10am. On Friday, May 17, the Town of Herndon hosted a bike pit stop close between the Herndon Depot Train Museum and old Town Hall, just off the W&OD trail. Participants were encouraged to register for the event and then check in at one of the pit stops. The biking store A-1 Cycling was the first bike shop sponsor for the Town of Herndon and helped begin the Herndon bike pit stop. In 2013, the bike and coffee shop Green Lizard Cycling opened a lease at the Nachman Building in downtown Herndon on 718 Lynn St. “We now have two great supports in Green Lizard and in A-1. We also have community groups that come and participate,” said Cindy Roeder. “We have a great representation of people who are passionate about biking.”
**Hyattsville Macgruder Park:** There were 124 registrants for the pit stop. The event was held from 6:30am to 8:30am.

**Indian Head:** There were 51 registrants for the pit stop. The event was held from 6am to 11am at the Village Green Pavilion. In attendance were: Debra M. Davis - Charles County Commissioner, John Hartline - Executive Director, Tri-County Council for Southern Maryland, and Brandon Paulin - Mayor, Town of Indian Head.

**Leesburg:** Bike to Work Day was a festive in Leesburg, where the pit stop gained some 40 registrants over the prior year. Close to 200 cyclists visited this stop in downtown Leesburg’s Raflo Park. The event was held from 6 a.m. to 9 a.m. Cyclists were offered a variety of refreshments including bagels, doughnuts, bananas, juices, coffee, and a selection of grab and go snacks. Loudoun County transportation staff distributed T-shirts and branded prizes: bright orange bicycle seat covers and easy-to-stash recycled bags. Several participants were selected at random for prizes such as bike locks, lights and other accessories. Mechanics from Bicycle Outfitters were on hand to assist with bicycle adjustments. A new bicycle was raffled at the conclusion of the event.

**Manassas GMU:** A good event at the George Mason University - Science and Technology campus pit stop. The weather cooperated this year and 61 people registered for the pit stop. Prince William Trails and Streams Coalition hosted the pit stop with support from A-1 Cycling and the Freedom Aquatic and Fitness Center. Lockheed-Martin provided the largest number of riders stopping by the pit stop before heading over to the Lockheed-Martin campus. There were tasty treats and refreshments courtesy of Wegman's in Gainesville. Freedom provided giveaways for the participants. Participants remarked that they really liked the orange Bike to Work Day t-shirts. Several of the riders mentioned that it was much easier/safer to bike to work now that there is a path along University Blvd. It is clear that the improved infrastructure is promoting increased bicycling. Ron Carmichael, COO for the George Mason University - Science and Technology campus stopped by early to talk with riders. Several people stopped by who were biking from Bristow to Chantilly and Centreville among other places. Special thanks to Ed Dandar, PWTSC board member, and Amanda Meiklejohn, Recreation Program Manager, Freedom Aquatic & Fitness Center, for volunteering at the pit stop.

**Manassas Kelly Leadership Center:** There were 25 registrants for the pit stop. The event was held from 6am to 9:30am near the route 234 bike trail.

**Manassas VRE:** Great weather, friendly volunteers, and quiet streets brought 35 riders to the Manassas Train Depot between the hours of 6am until 9am. Historic Manassas, Inc. (HMI) hosted the pit stop with volunteer support from Manassas resident and bicycle enthusiast, Allen Muchnick. Allen also donated his time to assist cyclists with mechanical problems. He brought out a full bicycle mechanics platform and tools to work on any bicycles. A few cyclists took advantage of Allen’s expertise. With coffee, water, and snacks provided, participants also were given various brochures along with water bottles, maps, and Bike to Work Day tee-shirts. HMI provided giveaways for the participants. Susan Collins was the first cyclist of the day and won the raffle. The VRE provided tickets which were distributed to cyclists throughout the morning. The bright orange tee-shirts were a huge hit with the cyclists. Several of the cyclists were from Lockheed-Martin’s facility in Manassas. Other cyclists stopped at the Manassas VRE pit stop on their way to
work in Fairfax County and the District of Columbia. Many remarked how safe the roads were due to improved infrastructure in the county along with more knowledgeable citizenry on cycling in the county and beyond. Most of the cyclists commented on continuing to cycle to work and for pleasure past this event and were looking forward to the 2016 Bike to Work Day.

**Mclean:** There were 62 registrants for the pit stop. The event was held from 6:30am to 9am at Greenberry's Coffee Shop.

**Merrifield - Mosaic:** There were 69 registrants for the pit stop. The event was held from 6:30am to 9am at Strawberry Park.

**Merrifield – W & OD:** The 495 and 95 Express Lanes team, in partnership with the Washington Area Bicyclist Association and Commuter Connections, hosted a Bike to Work Day Pit Stop at the Merrifield W&OD Trail in Merrifield, Virginia on Friday, May 15, 2015. Approximately 150 area bicyclists put a spin on their morning commute and participated in Bike to Work Day 2015. The bicyclists were pleased to have the Express Lanes team there and appreciated the giveaways, which included Express Lanes water bottles, brochures, Dunkin’ Donuts coffee gift cards and 95 Express Lanes T-shirts.

The 495 and 95 Express Lanes Pit Stop featured tables staffed by local Merrifield businesses who offered free refreshments, bike tune-ups and giveaways. Sponsors included: ACE Physical Therapy, Dunkin’ Donuts, Einstein Bagels, Fairfax Advocates for Better Bicycling, Greater Merrifield Business Association, Gold’s Gym, Orangetheory Fitness, Panda Express, Performance Bicycle, Uno's Pizzeria and Xsport Fitness.

**Mt. Vernon Triangle (DC):** There were 382 registrants for the pit stop. The event was held from 7am to 9am at BicycleSPACE.

**Mt. Vernon – Collingwood Park (VA):** There were 38 registrants for the pit stop. The event was held from 6:30am to 8:30am at Collingwood Park.

**National Geographic Society:** Bike to Work Day 2015 was a resounding success at National Geographic. Cyclists from around the D.C. area rolled into the Nat Geo Courtyard for the celebration, as the Society once again hosted an official pit stop. Riders – both Nat Geo employees and otherwise – listened to some tunes, grabbed a t-shirt, and enjoyed snacks, coffee, free bike repairs, a photo booth, and even massages! There were 650 sign-ups to the Nat Geo stop, a 24% increase from 2014. We exceeded our sign-up goal by 50 riders!

Sponsors:

- Alan Stein, The Body Mechanix
- Keany Produce
- Sodexo
- Washington Area Bicyclists Association
- The Bike Rack
- goDCgo
- Enterprise Carshare
- Tap It
NIH: NIH set a new record this year with over 617 registered participants. The Building One pit stop had a total of 465 cyclists registered and a total of 338 passionate cyclists attended the morning celebrations!!!

The fourth annual Carl Henn Bicycle Advocacy Memorial Award was awarded to Diane Bolton by Vernon Anderson, NIH Bicycle President. 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. Joe Cox of the NIH/Division of Amenities and Transportation Services spoke about Diane’s advocacy and accomplishments to support the Bicycle Program at NIH.

Cyclist enjoyed delicious bread, snacks and coffee donated by vendors, 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! Hudson Trail Outfitters provided “Sock Swap” and The Bicycle Place provided free safety check for cyclists. The W&T Travel Services, NIH Shuttle contractor demonstrated how to safely mount bikes onto the new bike racks on the NIH shuttles. We also had information booths about safety, bike routes in the county and bicycle registration by NIH Police.

The longest commute of the day belonged to NICHD’s Rodney Rivera. His round-trip was 60 miles, he received the large Chrome – Saddle Bag Roll top. The other two NIH-affiliated BTWD pit stops were Rockledge Drive at Rock Springs Business Park and Fallsgrove Village Center, near NCI Shady Grove Campus in Rockville.

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
- Clean Currents Inc.
- Hudson Trail Outfitters
- Bicycle Place
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery
- W&T Travel Services
Naval Support Activity: Naval Support Activity Bethesda hosted a pit stop for National Bike to Work Day. Over 150 cyclists registered for the NSAB pit stop, pedaling via Rockville Pike to the base. MWR Staff cheered on participants as they arrived at the pit stop. Cyclists received official event t-shirts, MWR sport towels, and celebratory refreshments before heading to the office.

NOMA: There were 551 registrants for the pit stop. The event was held from 7:30am to 9:30am. The NOMA BID hosted the event and provided food and drink along with NOMA t-shirts. BicycleSpace provided tune-ups and safety checks for riders. Nicholas Ramfos, Director of Commute Programs at the Metropolitan Council of Governments gave remarks.

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

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

Dee Metz, White Flint Coordinator for the Montgomery County Executive’s Office participated as did Brian Downie, Vice-Chair for the White Flint Downtown Advisory Committee and Patricia Shepherd, Bikeways Coordinator for the Montgomery County Department of Transportation. They helped in presenting awards, the County’s Bike to Work Day proclamation, and spoke of bicycle projects improvements in the White Flint area. The grand prize, a new bike, was presented to John Thomas by Bob Mallasch, owner of Bob’s Bikes. An ecstatic John won a Sun Folding F7 bike!

Oxon Hill: The 2015 Oxon Hill Pit Stop was a success with over 70 bicyclists registered and two separate convoys heading to work or events downtown. The pleasant weather made for great riding conditions and cyclists were already seen traveling on the Woodrow Wilson Bridge Trail well before the Pit Stop opened at 6:30 am. Assistance with the Pit Stop was provided by the M-NCPPC Department of Parks and Recreation and the StreetWise Foundation, which did free bicycle safety checks. Two separate groups of cyclists came through, one led by the Oxon Hill Bicycle Trail Club and the other consisting of employees from the Government Printing Office. Snacks, refreshments, prizes, and the BTWD t-shirts were distributed. Other participants were heading to work in northern Virginia or in Washington, as cyclists were commuting in both directions along the heavily travelled Woodrow Wilson Bridge Trail. The 70 registered cyclists was a high for the Oxon Hill Pit Stop, which is now in its fifth year.
Port Towns: This was a very promising start for the Port Towns’ first annual Bike to Work Day pit stop. The event highlighted the environmental aspects of biking to work and representing the Port Towns’ emerging Eco District along the Anacostia Trail System. There were a number of booths with activities and give-a-ways. Community Forklift had free vintage bike posters and folks were able to make their own bike chimes out of used hardware. ECO City Farms brought out their famous Smoothie Bike and riders enjoyed refreshing organic smoothies made from ingredients donated by Glut Food Coop in Mount Rainier. Anacostia Watershed Society had free Klean Kanteens and other eco-conscious give-a-ways. And Mom’s Organic Market joined us in the morning with free healthy snacks!

The afternoon brought out local musicians having a live jam session along the trail and La Fondita brought out free taco rolls, nachos and other freshly made treats. This turned into a wonderful community event that everyone got to enjoy!

33 riders preregistered for our stop and we had about 100 folks attending throughout the day. Most of the riders who stopped by were locals that expressed interest in seeing another Port Towns stop again next year. We’re looking forward to continuing this tradition and will definitely be bringing a Port Towns pit stop to the area again next year!

Reston: Sponsored by Reston Association and Comstock Partners. We had 507 bicyclists pre-registered and 21 onsite registrants rode to the Wiehle-Reston East Metrorail Station. Riders were treated to a free breakfast from Great Harvest Bread Co., Einstein Bagels, and Whole Foods Market and coffee from Leidos.

Groups attending included:
- Beloved Yoga
- Comstock Partners
- Fairfax Advocates for Better Bicycling
- Fairfax Co. Dept of Transportation, Bicycle and Pedestrian Program
- Friends of the W&OD
- Leidos
- Performance Bicycle
- Reston Association
- Reston Association’s Pedestrian & Bicycle Advisory Committee
- Reston Bike Club
- Reston Town Center Association & LINK
- The Bike Lane
- Tour de Cure
- YMCA-Fairfax County Reston

Larry Butler, of Reston Association, introduced our VIPS:
- Hunter Mill District Supervisor, Cathy Hudgins
- Delegate Ken Plum
- Mike Collins with Congressman Gerry Connolly’s office
The Bike Lane & Performance Bicycle checked out cyclists' bikes to make any necessary adjustments. Amazing Race Timing donated bike racks for the day, Beloved Yoga gave chair massages and there were over 50 door prizes given out throughout the morning. Fairfax County Police Bike Team also joined us for the fun.

**Rock Springs:** There were 111 registrants for the pit stop. The event was held at the Marriott International Headquarters from 6:30am to 9am.

**Rockville Fallsgrove:** This year’s Bike to Work Day was an overwhelming success, especially because there wasn’t rain in the forecast – following the deluge of 2014! Montgomery County’s Department of Transportation, Commuter Services Section, and the City of Rockville co-sponsored the event with contract support from Van Eperen & Company. Six volunteers from the outreach team for the Greater Shady Grove Transportation Management District organized the event on May 15, 2015. There was also a City of Rockville volunteer as well as local student volunteer that morning. The Fallsgrove pit-stop was held in the Smoothie King/PNC Bank parking lot of the Fallsgrove Village Center located at 14941 Shady Grove Road. More than 150 of the 222 advance registrants checked in on the day of the event, in addition to 14 walk-up registrants.

Several local businesses provided donations, including refreshments, gift cards and raffle prizes, for participants. Among the Fallsgrove merchants supporting the event were Panera Bread, Krispy Kreme, Safeway, Starbucks, Melt, Washington Bank and Smoothie King. Lamar from All in One Entertainment was the DJ for the event. In addition, County and State agencies hosted information tables, along with other exhibitors.

Germantown Cycles served bicyclists with bike checks and provided a grand prize giveaway for a new bicycle, which was purchased by the County at a discounted price. The lucky winner was Greg Kurtz, of Computer Sciences Corporation. Also, Montgomery County Councilmember Sidney Katz attended and greeted cyclists.

**Sponsors and exhibitors**

- **Panera Bread** donated a giveaway for a “Free Loaf of Bread per Month for a year.”
- **Krispy Kreme** provided 5 dozen donuts for cyclists to enjoy.
- **Starbucks** provided coffee, ice, cream and sugar. They also donated two mug sets as a giveaway item.
- **Germantown Cycles** provided a bicycle for the grand prize giveaway and also did free bike checkups on-site.
- **Herson’s Honda** donated water bottles with their logos on them.
- **Drink More Water** provided water jugs and container.
- **Montgomery County Commuter Services** provided two bike helmets, two Dominos gift cards, one Westfield Mall gift card and a Boogie Board.
- **Safeway** provided a $50 gift card in which bananas and other food items were purchased for cyclists.
- **Smoothie King** gave out samples and coupons.
- **American Diabetes Association**
- **Mallory Square Apartments**
- **Washington Bank First**
- **Commuter Services: Capital Bikeshare and Better Ways to Work**
- **Montgomery County Department of Environmental Protection**
Rockville Town Center: The Rockville Town Center pit stop was a great success with a record 220 registrants. The event was relocated in front of Dawson's Market (225 N. Washington Street, Rockville) this year, and Dawson's provided food, coffee, and two folding bicycle to raffle off to attendees. Special guests included Rockville Mayor Bridget Newton, Rockville City Councilmember Tom Moore, Al Roshdieh (Acting Director of the Montgomery County Department of Transportation), and Carolyn Biggins (Chief of Transit Services for the Montgomery County Department of Transportation). RideOn provided a bus on-site for people to practice loading their bikes on and off the bus racks, and RideOn provided free transit rides for people with bicycles all day long.

Vendors and raffle prize contributors included Dawson's Market, Revolution Cycles (who provided bicycle tuning services to all attendees), Gordon Biersch, Gold's Gym, Bikes for the World, DrinkMore Water, Rockville Department of Public Works, Montgomery County Department of Transportation, and Montgomery County Department of Environmental Services. The pit stop had several wonderful volunteers from the City of Rockville. We look forward to next year's event!

Rockville Twinbrook: There were 124 registrants for the pit stop. The event was held from 7am to 9am.

Silver Spring Discovery: Bike to Work Day 2015 was again staged on the plaza of Discovery Communications in downtown Silver Spring. We had 434 online registrations, 15% more than in 2014. Serving as emcee was Sandra L. Brecher, Chief, Montgomery County DOT Commuter Services. A Ride On bus was on-site to demonstrate how to load and unload bikes on the front of the bus.

Continuing a competitive tradition dating back some years, there was a competition between National Oceanic and Atmospheric Association (NOAA) and Discovery (the NOAA/Discovery Commuter Challenge). The winner was Discovery Communications. Special thanks to the many employees from Discovery Communications, particularly Devin McDonough and Michael Price, and to Richard Bingham, Freddy Robinson and the Red Shirt Team from the Silver Spring Urban District and our volunteers Valerie Spencer, Samantha Mazo, Andy Wexler, and Richard Reis and Wendy Melis.

Also in attendance was Michael E. Jackson, Director of Bicycle and Pedestrian Access at the Maryland Department of Transportation and Hans Reimer, Montgomery County Council Member At-Large.

New this year: Tweeting was encouraged. Volunteers were asked to take and Tweet photos throughout the event.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by Drink More Water, Starbucks, Oodles of Noodles, and Whole Foods. Additional refreshments were donated by Safeway. The Grand Prize bicycle was generously donated by Discovery Communications.

Exhibitors/vendors who staffed tables at the event included:
- All-In-One Entertainment (DJ)
- Bicycle Place
• Maryland - National Capital Park and Planning Commission
• Montgomery County 3rd District Police
• Montgomery County Department of Environmental Protection, Outreach & Education (Green Team)
• Silver Cycles
• Washington Area Bicyclist Association (WABA)
• YMCA of Silver Spring
• ZipCar

**Springfield:** We had 117 pre-registrations for the Springfield/Metro Park pit stop. 83 cyclists stopped by to pick-up t-shirts. All our long-standing local sponsors participated again this year: CALIBRE, Greater Springfield Chamber of Commerce, Hilton Springfield, Metro Park, Performance Bicycle and TAGS. This year we were joined by a volunteer from the National Capital Area Chapter of The Leukemia & Lymphoma Society talking about its (bike) Team in Training program and a volunteer from FABB - Fairfax Advocates for Better Bicycling.

**Sterling:** Loudoun County Commuter Services teamed with the facilities staff of Orbital ATK to host the Sterling pit stop on Bike to Work Day. The stop was open from 6:30 to 9:00 a.m., and was located east of Route 28, just off of the W&OD Trail, near the Sterling Ruritan Club. It was a beautiful spring morning for the 255 cyclists who checked-in and enjoyed breakfast fare, music and fun. Giveaways included two branded items: bright orange bicycle seat covers and compact, reusable shopping bags. Several participants won prizes—items such as bicycle lights and other gear. Mechanics from Spokes Etc. assisted cyclists with bicycle repairs and adjustments. All participants were entered into a bike raffle and the random winner was selected at the conclusion of the event.

**Suitland:** Nearly 40 employees from the Suitland Federal Center — which includes Naval Intelligence, National Oceanic and Atmospheric Administration, National Archives and the Census Bureau — rode their bicycles on Bike to Work Day on May 15, 2015. Morning temperatures were in the high 60s to low 70s, and no rain — just perfect for a bike ride. Last year, only six hard-core riders braved the monsoon conditions on Bike to Work Day 2014.

“Bike to Work Day 2015 was a tremendous success,” said Sarabeth Rodriguez of the Census Bureau’s Transit Office and one of the coordinators for the Suitland pit stop. “First of all, it did not rain. Secondly, we had a large turnout because it did not rain.” Commuter Connections and the Washington Area Bicyclist Association established nearly 80 pit stops — including one on Suitland Road near Gate 2 — for riders to get a bite to eat, get a drink and socialize with fellow bicycle riders. As part of the event, the Census Bureau’s Transit Office held a bike raffle. McCordia Young from the LAN Technology Support Office was the winner.

“It is a great way to exercise and is a good alternative mode of transportation to work,” said Vincent Gordon, chief of the Census Bureau’s Administrative and Customer Services Division. “It can also save you money at the gas pump and alleviate unnecessary wear-and-tear on your personal vehicle.”
Takoma Park – Old Takoma – Silgo Creek – Langley Crossroads: Three pit stops in Takoma Park attracted approximately 225 registrants, with some notable growth at the Takoma/Langley Crossroads pit stop. Thanks goes to Bruce Sawtelle from Takoma Bicycle, who fearlessly managed the Old Takoma pit stop at the gazebo in Takoma Urban Park, the intrepid Melanie Isis from the Takoma/Langley Crossroads CDA who managed the pit stop in bustling Takoma/Langley Crossroads, and to IHOP Takoma Park for providing snacks and good spirits at the verdant Sligo Creek Trail pit stop.

Tysons Corner: There were 99 registrants for the pit stop. The event was held from 6:30am to 10am.

Vienna: There were 340 registrants for the pit stop. The event was held at the Town Green from 6:30am to 8:30am.

White Oak/FDA: The Office of Facilities Engineering and Mission Support Services’ (OFEMS) Logistics and Transportation Management Branch (LTMB) sponsored a Pit Stop from 7:00 a.m. to 9:00 a.m. for any biker commuting to work that day. This was held at the FDA Historic Building 1. LTMB provided refreshments to include; coffee, juice, doughnuts, muffins, fruit and each member registered for our pit stop received a 2015 BTWD T-Shirt. The first bicyclist arrived around 6:45 a.m. and eventually we had 67 active participants including 6 bicyclists that just stopped by on their way to work. The final number of registered bicyclists for the White Oak pit stop was 107. A great time was had by all.

Woodbridge Chin Center: There were 35 registrants for the pit stop. The event was held from 6am to 9am.

Woodbridge - Rippon VRE Station: Wonderful Bike to Work Day this year, opposed to last year’s rainy weather. I enjoyed seeing lots of faces at the Rippon Landing VRE station between 6am and 9am. We had about double the amount of registers show up so I was very limited on giveaways towards the end of the morning. Every guest that stopped by really enjoys the t-shirts and the support we bring to the community for Bike to Work Day!

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

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

The winner of the Employer Challenge for a free luncheon was the University of Maryland with 148 registrants.

**Federal Employers**

- Architect of the Capitol
- Bureau of Labor Statistics
- CFTC
- EEOC
- Federal Aviation Administration
- Federal Election Commission
- FEMA
- Federal Trade Commission
- Foreign Service Institute
- Goddard Space Flight Center
- Government Publishing Office
- Internal Revenue Service
- Library of Congress
- National Archives
- National Institutes of Health
- National Park Service
- Naval Research Lab
- Office of Management and Budget
- Smithsonian Institution
- US Army
- US Coast Guard
- US Department of Agriculture
- US Department of Customs
- US Department of Education
- US Geologic Survey
- US Department of Homeland Security
- US Department of Justice
- US Department of the Interior
- US Department of Transportation
- US Government Printing Office
- US Housing and Urban Development
- US Nuclear Regulatory Commission
- US Peace Corps
- US Senate
- Veterans Affairs
- Army National Guard
- Bureau of Land Management
- Defense Logistics Agency
- FDIC
- Federal Communications Commission
- Federal Highway Administration
- Federal Reserve
- Food and Drug Administration
- General Services Administration
- Government Accountability Office
- Fish and Wildlife Service
- NASA
- National Capitol Planning Commission
- National Labor Relations Board
- National Zoological Park
- NOAA
- Securities and Exchange Commission
- US Air Force
- US Census Bureau
- US Department of Treasury
- US Department of Commerce
- US Department of Defense
- US Department of Energy
- US Department of Health and Human Services
- US Department of Housing and Urban Dev.
- US Department of Labor
- US Department of State
- US Environmental Protection Agency
- US House of Representatives
- US Navy
- US Patent and Trademark Office
- US Postal Service
- USAID
- FERC

**State and Local Governments**

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

Private/Non-Profit Sector Employers

AARP                   Abt Associates
Accenture              ACDI
Advisory Board         AECOM
Airbus Americas         AKQA
Alion Science & Technology Carlyle Group
American Association for the Advancement of Science
American Bankers Associations American Chemical Society
American College of Cardiology American Federation of Teachers
American Councils for International Education American Institutes for Research
American Psychological Association American Public Health Association
American Red Cross      American Society of Civil Engineers
American Society of Clinical Oncology Amtrak
AOL                    Appian
Apple                  Apple Federal Credit Union
Applied Predictive Technologies Arlington Transportation Partners
Arnold & Porter        ASHA
Association of American Medical Colleges Association of State and Territorial Health
ASTHO                  AstraZeneca
AT&T                   Atlantic Media
BAE                    Bain & Company
Battelle               Bechtel
BicycleSpace           Bloomberg BNA
Boeing                 Booz Allen
Bread for the City     Bread for the World
British Embassy        Brookings Institution
CACI                   Capital One
Capital City Charter School Casey Trees
CEB                    Center for American Progress
Center on Budget and Policy Priorities CFPB
CGI Federal            Chemonics International
Children’s National Medical Center Comcast
Community Forklift      CommuterDirect.com
Conservation International Corporate Executive Board
CoStar Group           Covington & Burling LLP
CQ Roll Call
CustomInk
DAI
Dell
Deltek
DigitalGlobe
DMI
Earthjustice
Economic Policy Institute
Embassy of Japan
Engility
Environmental Defense Fund
Evolent Health
Fannie Mae
Finnegan
FiscalNote
Freddie Mac
Geico
Gensler
Greenpeace
Hannover Research
Hewlett-Packard
HOK
HDR
IADB
ICF International
Inova Fairfax Hospital
InterAmerican Development Bank
International Food Policy Research Institute
International Foundation for Electoral Sys.
International Republican Institute
Jacobs
Jones Lange Lasalle
Kimley-Horn
Kuwait-America Foundation
L-3 National Security Solutions
League of American Bicyclists
LMI
Management Sciences for Health
Mantech International
Marriott
Massage Envy
McChrystal Group
Medimmune
Metropolitan Washington COG
Microsoft
Millenium Challenge Corporation
Moko Social Media
Mundo Verde Public Charter School
CSC
Cvent
Defenders of Wildlife
Deloitte Consulting LLP
Dickstein Shapiro
Discovery Communications
Downtown DC BID
Eastbanc Technologies
Embassy of Denmark
Embassy of Sweden
Entheos
Esri
Exelis
FHI 360
FINRA
Food & Water Watch
Frederick Memorial Hospital
General Dynamics
Grant Thornton
Hanley Wood
Henry M. Jackson Foundation
Hilton Worldwide
Host Hotels & Resorts
Hughes Network Systems
IBM
IDA
Intelsat
International Monetary Fund
Investment Company Institute
John Snow, Incorporated
Kaiser Permanente
KPMG
L-3 Communications
LCPS
Leidos
Lockheed Martin
Management Systems International
Mantech
Maryland School for the Deaf
Mathematica Policy Research
Mckissack & McKissak
Medstar
MetroStar Systems
Microstrategy
MITRE
MPR
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<th>National Academy of Sciences</th>
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<td>Quinn Evans Architects</td>
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<td>The Urban Institute</td>
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<td>Thermo Fisher Scientific</td>
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ViaSat
Voice of America
Washington Gas
WeddingWire
Westat
Whole Foods Market
WMATA
World Learning
World Wildlife Fund
Wunderman

Virginia Hospital Center
WABA
Washington Hospital Center
Wells Fargo
Whitman-Walker Health
Winrock
World Bank
World Resources Institute
WRNMMC

**Universities and Colleges**

American University  Catholic University
Frederick Community College  Galludet University
George Mason University  George Washington University
Georgetown University  Gonzaga College High School
Marymount University  Montgomery College
National Defense University  NOVA Community College
Strayer University  Uniformed Services University
University of Maryland  University of Virginia
Virginia Tech University
Radio Advertising and Website

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event. WIHT, WPGC, and DC101 ran :60 second radio ads. WPGC and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation.

In addition to paid media spots, an estimated $80,500 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a Mobile app promotion.

Commuter Connections and iHeart Media Promotion – DC101 and Hot 99.5

On Friday May 15, 2015 Commuter Connections, iHeart Media, and the Washington Area Bicyclist Association invited listeners to join over 15,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. iHeart Media and Commuter Connections partnered with Brilliant Bicycle Company (http://www.brilliant.co/) for this campaign.

Commuter Connections received the following promotional and media consideration April 22 through May 15, 2015:

- BTWD, Commuter Connections Name inclusion and event date in 100x promotional announcements per station on DC101 & Hot 99.5
- BTWD/Commuter Connections Logo and hyperlink on the register To Win Contest pages on DC101.com and Hot995.com
- Radio Personality Social Media Engagement:
  - Tweets: Inclusion in 3x from Elizabethany on Hot 99.5 and 4x from Roche on DC101
  - Facebook posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche
  - Instagram posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche
Radio Website Promotion
BIKE TO WORK DAY
FRIDAY 5.15.15

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclists Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.

Free Registration Click Here

Pit Stops
Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, its free. There are also a few pit stops open to your afternoon commute back.
Read More...

Event Poster
A print of the new bike to work day 2015 event poster is now available.

Find a Ride Buddy
Use the Washington Area Bike Forums to find a ride buddy for Bike to Work Day to join an

Commuter Convoys
Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicycle convoys are welcome to join the first convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
Read More...

Sponsors

Increase Bicycling Skills
Washington area bicycle education opportunities are available throughout the Washington
Bike to Work Day Website Traffic
Social Media

Social Networking
Facebook and Twitter accounts were leveraged for Bike to Work Day to connect to friends and followers and build excitement for the event. Social media provided a tool to create awareness and engage. From a save the date calendar to a listicle noting 10 Reasons Why You Should Sign Up For Bike To Work Day, facebook engaged with users in a fun and informative matter about the event. Tweets and posts were also written for sponsors to place on their social media sites about their support of the BTWD event. Facebook garnered 1,900 likes and Twitter nearly 1,600 followers.
Bike to Work Day Facebook Analytics
Proclamation

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

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

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

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

WHEREAS, Capital Bikeshare’s regional bike sharing system has over 300 stations within the District of Columbia, Alexandria, Arlington, and Montgomery County; and

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 11th 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 15, 2015 as Bike to Work Day throughout the Washington metropolitan region; and

2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and

3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

__________________________
Chair, National Capital Region Transportation Planning Board
The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 15th, 2015 designating May 15th as the Regional Bike to Work Day. The proclamation outlined the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as some of the individual jurisdictions that hosted pit stops.

The Proclamation was signed by TPB Chairperson, Phil Mendelson, DC Council Member.
MARKETING MATERIALS

Rack cards 3¾ x 8½" (56,000)
Posters 8½" x 11" (29,000, plus 500 were in Spanish)
Posters 22" x 28" 500
T-Shirts (14,000)
Banners 8’ x 4’ for the 79 pit stops
Newspaper display ads
Water bottles with the BTWD logo were coordinated by BicycleSPACE and made available for each pit stop for purchase.

The marketing materials used for the 2015 BTWD campaign all carried the same uniform look and feel and were targeted to employers and cyclists throughout the region. The posters were mailed to employers along with a cover letter. Employers were also emailed an html version of the poster with a link to the event web site. An e-mail blast was also sent to the previous year’s registrants.

Vinyl Banner
BIKE TO WORK DAY 2015
FRIDAY 5.15.15

Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
Visit biketoworkmetrodc.org for specific pit stop locations and times.

* T-shirts available at pit stops to first 14,000 who register.

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

Register at www.biketoworkmetrodc.org or call 800.745.7433
DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015
VIERNES 5.15.15

Regístrese previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de Bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.
Mas de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.
Visit biketoworkmetрод.с.org para saber más detalladamente las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.
Día De La Bicicleta Para Ir Al Trabajo esta financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrese en www.biketoworkmetрод.с.org o llame al 800.745.7433
Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 8
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

Over 75 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

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

*T-shirts available at pit stops to
first 14,000 registrants.
T-Shirt
The T-Shirt was Orange color
**Paid Print Ads**
Display advertising appeared in the Washington City Paper and El Tiempo Latino newspapers. Each ran for two issues during the two weeks leading up to the Bike to Work Day 2015 event.
Media Coverage

Bike to Work Day Breaks Regional Record with more than 17,400 cyclists

**BTWD 2015 Earned Media Placements and Social Media Highlights**

On the following pages is a listing of Bike to Work Day 2015 media placements across print, internet, radio and television outlets, along with a selection of social media placements.

<table>
<thead>
<tr>
<th>Date</th>
<th>Source</th>
<th>Title</th>
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<tbody>
<tr>
<td>March</td>
<td>WABA Blog</td>
<td>WHAT IS BIKE TO WORK DAY?</td>
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<tr>
<td>3/15/2015</td>
<td>NIH Bikes</td>
<td>Bike to Work 2015</td>
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<td>3/18/2015</td>
<td>Bethesda Magazine</td>
<td>Register Now For Bike To Work Day In Bethesda, White Flint</td>
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<td>3/18/2015</td>
<td>Bike Arlington</td>
<td>Bike to Work Day 2015</td>
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<td>3/18/2015</td>
<td>Dcist</td>
<td>Bike To Work Day Is Coming, Registration Now Open</td>
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<td>3/20/2015</td>
<td>Hill Now</td>
<td>‘Bike to Work Day’ Pit Stops Announced for Capitol Hill, NoMa</td>
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<td>3/24/2015</td>
<td>Mass Transit</td>
<td>Montgomery County Bike to Work Day May 15</td>
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<td>Capitol Hill</td>
<td>Bike to Work Day is May 15; Register for Our Pit Stop at Eastern Market Metro Plaza</td>
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<td>Bike to Work Day - NoMA Pit Stop (DC)</td>
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<td>4/1/2015</td>
<td>Washington City Paper</td>
<td>Gear Prudence: How Can I Become a Consistent Bike Commuter?</td>
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<td>4/4/2015</td>
<td>Alexandria's Red Brick Town</td>
<td>Registration for Bike to Work Day 2015 is NOW Open!</td>
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<td>4/6/2015</td>
<td>District Chronicles</td>
<td>Metro Brief: Registration is open for Bike to Work Day</td>
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<td>4/9/2015</td>
<td>Reston Now</td>
<td>Thursday Morning Rundown</td>
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<td>Events roundup: Get up and go!</td>
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<td>WABA Blog</td>
<td>WANTED: VOLUNTEER PHOTOGRAPHERS FOR BIKE TO WORK DAY</td>
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<td>Downtown DC</td>
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<td>Celebrate Bike to Work Day in Georgetown May 15</td>
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<td>goDCgo E-Newsletter - District Department of Transportation</td>
<td>Bike to Work Day: The Best Thing on Two Wheels</td>
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<td>4/15/2015</td>
<td>Golden Triangle BID</td>
<td>Start your morning with a leisurely bike ride to Farragut Park.</td>
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<td>4/20/2015</td>
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<td>4/22/2015</td>
<td>Gazette.net</td>
<td>‘A great time’ to focus on bikes in Montgomery County</td>
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<td>4/23/2015</td>
<td>goDCgo E-Newsletter - District Department of Transportation</td>
<td>SmartBenefitsSM Employer Seminars</td>
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<td>4/24/2015</td>
<td>Gazette.net</td>
<td>Rockville events will celebrate Bike Month</td>
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<td>goDCgo E-Newsletter - District Department of Transportation</td>
<td>Walk This Way: Tomorrow is National Walk@Lunch Day</td>
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<td>4/29/2015</td>
<td>Falls Church News - Press</td>
<td>City supports Two Bike to Work Day Pit Stops</td>
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<td>4/30/2015</td>
<td>Bike and Roll Blog</td>
<td>5 Things to do in DC in May</td>
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<td>Falls Church News - Press</td>
<td>‘Bike to Work’ Day on May 15 Highlights Falls Church Bike Plan</td>
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<td>Capital Bikeshare</td>
<td>Cycle With Class - Learn from WABA</td>
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<td>5/8/2015</td>
<td>Momentum Mag</td>
<td>Five Bike to Work Week Events Around the US</td>
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<td>5/11/2015</td>
<td>Dcist</td>
<td>Bike To Work Day Is Happening Friday</td>
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<td>Rockville Patch</td>
<td>Beat Frederick, Participate in Rockville Bike to Work Day</td>
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<td>5/11/2015</td>
<td>The Frederick News Post</td>
<td>6 Things to Know This Week — May 11</td>
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<td>The Georgetowner</td>
<td>Friday Is Bike-to-Work Day</td>
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<td>5/11/2015</td>
<td>Washingtonian</td>
<td>See How Four Washingtonians Bike to Work</td>
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<td>5/12/2015</td>
<td>Investor Place</td>
<td>Bike to Work Day 2015: What to Know</td>
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<td>5/12/2015</td>
<td>Time Magazine</td>
<td>These Are the 9 Best Cities for Biking to Work</td>
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<td>5/13/2015</td>
<td>Afro American</td>
<td>Comptroller to Promote Bethesda Bike to Work Day, Tour Laurel School and Present WDS Award</td>
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<td>5/13/2015</td>
<td>Alexandria’s Red Brick Town</td>
<td>Bike to Work Day is This Friday in Alexandria and the DMV</td>
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<td>Greater Washington</td>
<td>Friday is Bike to Work Day. Here's where to find a pit stop</td>
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<td>HOW TO PREPARE FOR BIKE TO WORK DAY</td>
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<td>Arlington Now</td>
<td>AAA to Roll Out Local Roadside Bicycle Assistance</td>
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<td>Dcist</td>
<td>D.C.'s Bikeability Ranking Drops, But Still One Of The Most Bikeable Cities</td>
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<td>Fairfax Patch</td>
<td>Bike to Work Day Pit Stops Near You on Friday</td>
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<td>Manassas Patch</td>
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<td>PlanItMetro blog</td>
<td>Metro Pit stops on Bike to Work Day – Friday!</td>
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<td>5/14/2015</td>
<td>Popville DC Neighborhood Blog</td>
<td>Bike to Work Day is Tomorrow – Get a Free U Lock from Metro and Free Coffee from Bike Rack</td>
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<td>Smithsonian</td>
<td>Smithsonian Rolls Out Bicycle History for Bike-to-Work Day</td>
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<td>5/14/2015</td>
<td>The Washington Post</td>
<td>“Bike to Work Day” forecast: No rain, hurrah!</td>
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<td>The Washington Post - Dr. Gridlock</td>
<td>Bike to Work Day is Friday and the weather forecast is...</td>
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<td>5/14/2015</td>
<td>The Washington Post - Going Out Guide</td>
<td>The long-running USDA Farmers Market is adding night hours on Friday</td>
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<td>5/14/2015</td>
<td>USDA</td>
<td>Walk, Run, Ride to the First USDA Farmers Market at Night</td>
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<td>5/14/2015</td>
<td>Washington Business Journal</td>
<td>AAA Mid-Atlantic has expanded its roadside coverage to include Capital Bikeshare</td>
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<td>5/14/2015</td>
<td>Washington Business Journal</td>
<td>Washington, D.C., is a top 10 bike-friendly city</td>
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<td>5/14/2015</td>
<td>Washington Post - Metro</td>
<td>The Wheels are in motion for Bike to Work Day</td>
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<td>5/14/2015</td>
<td>Washingtonian</td>
<td>17 Biking Apparel Pieces to Improve Your Ride on Bike to Work Day</td>
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<td>5/14/2015</td>
<td>Washingtonian</td>
<td>Get Ready for Bike to Work Day 2015</td>
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<td>5/14/2015</td>
<td>Washingtonian</td>
<td>How Capital Bikeshare Stacks Up Against Other Forms of Transportation</td>
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<td>Washingtonian</td>
<td>10 Creative, Design-Friendly Ways to Store a Bike</td>
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<td>Woodbridge Patch</td>
<td>Bike to Work Day Pit Stops Near You on Friday</td>
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<td>NoMa BID Newsletter</td>
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<td>Alexandria's Red Brick Town</td>
<td>Carlyle Council Donates $100,000 to Alexandria's Capital Bikeshare Operating Fund</td>
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<td>5/15/2015</td>
<td>Dcist</td>
<td>DDOT Adds More Wheel Stops To Pennsylvania Avenue, Cyclists Rejoice</td>
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<td>Falls Church News - Press</td>
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<td>Greater Greater Washington</td>
<td>Breakfast links: Keep rollin'</td>
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<td>Kabir Cares.org</td>
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<td>League of American Cyclists</td>
<td>HAPPY NATIONAL BIKE TO WORK DAY!</td>
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<td>Mass Transit</td>
<td>Metro Supports Bike to Work Day</td>
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<td>5/15/2015</td>
<td>MD Magazine</td>
<td>2015’s Best Cities for Bikers</td>
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<td>5/15/2015</td>
<td>The City Fix</td>
<td>Friday Fun: 2015’s Top Bike Stories So Far</td>
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<td>The Fredrick News Post</td>
<td>Bike to Work Day rolls out the fun</td>
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<td>The Triangle</td>
<td>Bike to Work Today in the Triangle</td>
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<td>5/15/2015</td>
<td>The Washington Post</td>
<td>Six cities that do biking better than D.C.</td>
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<td>5/15/2015</td>
<td>The Washington Post - Capital Weather Gang</td>
<td>D.C. area forecast: Pleasant and variably cloudy today; Muggier and warmer this weekend</td>
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<td>5/15/2015</td>
<td>USA Today</td>
<td>3. National Bike to Work Day encourages commuting on two wheels</td>
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<td>5/15/2015</td>
<td>Washington Business Journal</td>
<td>Commuters hit the road for Bike to Work Day (Video)</td>
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<td>Washington Business Journal</td>
<td>What does it take to become a bike commuter? (Video)</td>
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<td>5/15/2015</td>
<td>Washington Business Journal</td>
<td>Results: Did you participate in Bike to Work Day?</td>
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<td>5/15/2015</td>
<td>Washington City Paper</td>
<td>On Bike to Work Day, New Protections, Same Ol’ Crashes</td>
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<td>5/15/2015</td>
<td>Washingtonian</td>
<td>What to Do This Weekend: May 15 to 18</td>
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<td>White House Council on Environmental Quality Blog</td>
<td>Celebrating National Bike to Work Day</td>
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<td>Falls Church Patch</td>
<td>Express Lanes Team Supports Local Pit Stop at Bike to Work Day 2015</td>
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<td>5/18/2015</td>
<td>Gazette.net</td>
<td>Thousands use pedal power to get around Montgomery County</td>
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<td>BicycleSPACE Blog</td>
<td>Bike to Work Day 2015: One for the history books</td>
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<td>Potomac Local</td>
<td>150 commuters participated in Bike to Work Day</td>
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<td>The Wash Cycle</td>
<td>Bike to Work Day Wrap-Up</td>
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<td>The Connection</td>
<td>More Area Residents Bike To Work</td>
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<td>Bike to Work Day Breaks Record Ridership</td>
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<td>6/1/2015</td>
<td>The Fredrick News Post</td>
<td>On the Move: Frederick wins Bike to Work Day challenge</td>
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<td>Capital Bikeshare</td>
<td>Working Hard on #BTWDC 2015</td>
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<td>NIH Record Newsletter</td>
<td>NIH’ers Leave Cars at Home for Bike to Work Day</td>
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<td><strong>Television Coverage - 7</strong></td>
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<td>5/14/2015</td>
<td>CBS DC</td>
<td>More Than 75 D.C. Area Pit Stops Planned for ‘Bike to Work Day’</td>
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<td>5/15/2015</td>
<td>ABC 7</td>
<td>Thousands of D.C. area cyclists prepare to hit the road for 'Bike to Work Day'</td>
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<td>D.C. area cyclists will hit the road for 'Bike to Work Day'</td>
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<td>Bike to Work' Day kicks off in D.C. area</td>
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<td>5/15/2015</td>
<td>Fox DC</td>
<td>Officials highlight Bike to Work day in Maryland</td>
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<td>4 NBC Washington</td>
<td>Bike to Work Day Is Back! Hit the Road May 15</td>
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<td>9 WUSA</td>
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<td>April</td>
<td>HOT 99.5</td>
<td>Enter to win a Single Speed Hudson Bike</td>
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<td>WTOP</td>
<td>Illegal U-turns across Pennsylvania Avenue bike lanes growing safety concern</td>
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<td>Total Traffic</td>
<td>Tom Roberts Interview with Nick Ramfros</td>
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<td>WAMU</td>
<td>Better Bicycling Information May Be On The Way From D.C. DMV</td>
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Photos and Other Items

WABA website

Supporter, let's go for a bike ride!

Bike to Work Day
May 15, Various pit stop times
79 pit stops across DC, MD and VA
Ride your bike to work. Stop at a pit stop for a snazzy orange t-shirt and other goodies.

Maybe you already bike every day, or maybe you only bike twice a year. Or maybe you have friends, co-workers or neighbors who have a bike in their garage and this is your opportunity to invite them to go for a ride with you.

Register today

Volunteer with WABA to help spread the bike love at a pit stop near you on BTWD. Sign up to volunteer.
Here's how you can prepare for Bike to Work Day on Friday!
1. Get your bicycle ready
2. Dress for success (on the bike!)
3. Plan your route... See More

How to Prepare for Bike to Work Day
Bike to Work Day is in two days! But don't freak out, WABA is here to make sure you and your bicycle are ready for your commute to work. (Procrastinator? There is still time - Sign up here!) Whether...

WABA.ORG
BIKE TO WORK DAY RULES

RULE #1
SAY WHEEEEEE! AT LEAST ONCE.

RULE #2
THE USUAL RIGAMAROLE: RESPECT TRAFFIC LAWS, BE PATIENT WITH YOUR FELLOW COMMUTERS, IN SHORT—DON'T BE A JERK.

RULE #3
TRY IT AGAIN SOMETIME!

WABA @WABADC - May 15
Important:
#biketoworkday
#BTWDC
WABA Tweet

WABA @WABADC · May 15
*cues up Eye of the Tiger*

LET'S DO THIS.

#biketoworkday #BTWDC

80°

5:33 AM - 15 May 2015 · Details

Reply to @WABADC
Fairfax Government Center

Frederick
Shirlington

Woodbridge (Chinn Center)