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### ACKNOWLEDGEMENTS

The 2016 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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Thapa, Vijay  Macerich
Thompson, Chad  Five Corners Strategies
Thompson, Daniella  Golden Triangle BID
Tiffany, Kendall  Frederick County TransIT Services
Valeri, Michelle  Capitol Hill BID
Vanderpoel, Bayley  VéloCity Bicycle Co-op
Vitter, Zoe  Prince William County
Walton, Ebony  Downtown DC BID
Zahm, Hillary  Macerich
Zucker, Jennifer  Bethesda Transportation Solutions

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

Washington Area Bicyclists Association (WABA) staff included:
Greg Billing  Michelle Cleveland  Nick Russo  Ben Wokas

District, Maryland, Virginia, and U.S. Departments of Transportation
For their continued funding support of the Commuter Connections work programs.

Both COG and WABA thank all of the individuals and organizations which helped make
the Washington DC metropolitan region Bike to Work Day 2016 a success.
BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region for more than 15 years 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 2015 for the May 20, 2016 event. The Steering Committee’s 6 percent increase goal in registrants for the 2016 event was 18,500. Though the amount of registrants, 17,544 was lower than the goal, the number represents less than a 1 percent increase over 2015.

The approximate breakdown of registrants by the 83 pit stops was:

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<td>DC - Capitol Hill at Eastern Market</td>
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<tr>
<td>DC - Capitol Riverfront at Canal Park</td>
<td>266</td>
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<td>DC - Coast Guard HQ - Ward 8 SE</td>
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<td>DC - Columbia Heights</td>
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<tr>
<td>DC - Edgewood - Met Branch Trail</td>
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<tr>
<td>DC - Fort Totten</td>
<td>49</td>
</tr>
<tr>
<td>DC - Franklin Square</td>
<td>306</td>
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<tr>
<td>DC - Freedom Plaza</td>
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<td>DC - Glover Park</td>
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<td>DC - Golden Triangle - Farragut Square</td>
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<td>VA - Rippon Landing VRE Station</td>
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Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, music, and engaged with elected officials. Commuter Connections secured $43,100 in cash sponsorship donations that went towards the overall regional marketing efforts. Including the in-kind sponsorship donations the support for the event was $57,000.

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 2016, 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.
- An e-mail blast to previous year’s participants.
- Vinyl 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, 21 confirmed bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each convoy 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. Although bicycling accounts for a small percentage of the overall regional commute mode split, it helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a sustainable means of transportation to and from work.

Since 2006, the Bike to Work Day Event has a budget line item for the Commuter Connections Work Program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia, and U.S. Departments of Transportation.
Growth by Year

BTWD Registration Growth By Year

# of Pit Stops

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Bike to Work Day - May 20, 2016
Regional Sponsorship Declaration

Please Return by January 29, 2016

Please check one of the following Sponsor Levels:

GOLD SPONSOR LEVEL  $7,000
Mentioned as major sponsor on over 400 Radio ads, Social Media, plus all Silver and Bronze level items

SILVER SPONSOR LEVEL  $4,000
Logo on 15,000 T-Shirts, Press Release, plus Bronze level items

BRONZE SPONSOR LEVEL  $1,000
Logo on Website and 85,000 Posters and Rack Cards

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@mwoo.org in a high resolution format for quality reproduction by January 29, 2016. Preferred format is eps. E-mail signed form to dfranklin@mwoo.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 2016 event:

**Top Level Sponsors:**

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**Regional Sponsors:**

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HIGHLIGHTS FROM AREA PIT-STOPs

Adams Morgan: Thanks to the gorgeous weather and the participation of our community partners, the Adams Morgan pit stop was a huge success. City Bikes and BicycleSPACE sent crews out to help the commuters with repairs and both shops donated items to be raffled (including a new bike from City Bikes) allowing us to give away prizes every 15 minutes. Tryst donated coffee, bagels and fruit, and the WABA Bike Ambassadors helped us keep everything organized and flowing smoothly. With 521 registered riders, the Adams Morgan pit stop was the third most popular in DC. As per usual, we donated our remaining BTWD t-shirts to the Columbia Heights pit stop for their evening riders.

Alexandria – Carlyle: Carlyle had an exceptional year for its 5th anniversary Pit Stop including a record number of exhibitors and sponsors, dedicated volunteers and many motivated cyclists who stopped by. For the first time, we had a featured sponsor - Grant Thornton - and thanks to their donation were able to giveaway bike lights and fold-up reusable tote bags. The talented Alan MacEwen played guitar, trumpet and sang. Registrations were up nearly 10% over 2015. A new feature was a Snapchat Geofilters contest. Carlyle’s Pit Stop generous sponsors donated food, raffle gifts, volunteers and exhibit items:

Alexandria Renew        Pure Barre
Bright Horizons          Sugar Shack Donuts
Eisenhower Partnership   SHRM
Grant Thornton           Simpson Real
JM Zell                   Estate Services
Local Motion             Sweetfire Donna’s
Panera                   The Motley Fool
Paradigm Properties      The Westin
Post Properties          Alexandria
Potbelly                 USPTO
Potomac Riverboat Co.    Wheel Nuts

Alexandria – Del Ray: The Del Ray pit stop had 225 registrants. The event was held from 6am to 9am at Colasanto Park.
Alexandria – Mark Center: The event was held from 7:00 am to 9:00 a.m. Of the 93 registrants, 64 bicyclists attended the Mark Center pit stop and picked up their t-shirts. Refreshments such as granola bars, fresh fruit, and water were provided.

Alexandria - Old Town: There were 527 registrants. The event was held from 6:30am to 8:30am at the Market Square at Alexandria City Hall.

Anacostia: There were 73 registrants for the pit stop. The event was held from 7am to 8:30am across from the Anacostia Arts Center.

Arlington – East Falls Church: There were 158 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 2016 was a huge success! Arlington had a total of 7 pit stops, 5 of which were coordinated by BikeArlington. Rosslyn and Ballston were directly run by BikeArlington, Shirlington and Columbia Pike had the assistance of Phoenix Bikes and the Columbia Pike Revitalization Organization, respectively. The brand new afternoon Happy Hour was assisted by MORE (Mid-Atlantic Off-Road Enthusiasts) and New District Brewing. BikeArlington also helped to provide marketing for the East Falls Church and the Crystal City stops. In total there were more than 2,700 registrations in Arlington. Rosslyn had 972 registrations, Ballston had 567, Crystal City had 547, Columbia Pike had 173, East Falls Church had 158, Shirlington had 245 and New District Happy Hour had 75.

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 470 medium prizes valued at $10-$30 and more than 125 large prizes valued at $30-$100 were given out between all pit stops. The brand new afternoon stop was held at New District Brewery’s location in Shirlington, with temporary bike racks brought in and well-utilized throughout the evening by the 250 attendees. 220 co-branded pint glasses were distributed to attendees.

Refreshments included bagels, granola bars, bananas and coffee from Java Shack/Commonwealth Joe’s. Rosslyn was joined by District Taco and KIND Snacks, providing free breakfast tacos and breakfast bars. In Shirlington Best Buns provided the refreshments and at Columbia Pike there was pie from the Acme Pie Company and donuts from Sugar Shack. The Rosslyn BID brought special sock giveaways for all participants at Rosslyn and also provided a photo booth for riders. A unicyclist delighted folks at Ballston dressed as a car and giant games were available to play at all morning stops. Sign spinners directed cyclists to the pit stops. In attendance at Rosslyn was Congressman Don Beyer who rode his bike from Alexandria as well as Arlington County Board member Jay Fisette, both of whom spoke about the importance of biking as a fun
and reliable transportation option. Shirlington’s Happy Hour pit stop was attended by Arlington County Board Member Katie Cristol.


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.

**Arlington – New District Brewing:** The pit stop had 75 registrants. The afternoon event was held from 4:30pm to 6:30pm at the District Brewery near the W &OD Trail.

**Bethesda:** The Bethesda Pit Stop had 477 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
- MD State Comptroller Peter Franchot
- MD State Delegate Marc Korman
- Montgomery County Council Member Roger Berliner
- Montgomery County Department of Transportation Director Al Roshdieh
- Constituent Services for Congressman Chris Van Hollen, Catherine Provost

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Raffle prizes were awarded several times an hour. There were also prizes awarded via a photo contest, and BTS gave out a special prize to an employer group attending the event together. Employees from Bethesda’s SS Papadopolus biked to the event and each received a reflective belted sport bag.

Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, The American Diabetes Association, Griffin Cycle, Maryland-
National Capital Park and Planning Commission, WABA, Carr Workplaces, Capital Crescent Trail Coalition, Bethesda Sport and Health, Bethesda Green. Smoothie King came out with staff to provide samples and fresh fruit was provided by Whole Foods. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Silver provided coffee and yogurt parfaits. 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 13th Annual Bicycle Commuter Spirit Awards. This year’s winners were Walter Gonzalez and Dave Dabney. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine. Professional event photography was done by Danny Peck.

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

- All Fired Up
- American Diabetes Association
- Bethesda Bagels
- Bethesda Court Hotel
- Bethesda Green
- Bethesda Sport & Health
- Bradley Food and Beverage
- Carr Workplaces
- City Bikes
- Coalition for the Capital Crescent Trail
- Core Power Yoga
- Cystic Fibrosis Foundation Cycle for Life
- DrinkMore Water
- FitCrush
- Griffin Cycle
- Honest Tea
- Lebanese Taverna
- Maryland-National Capital Park and Planning Commission
- Montgomery County Police
- Nando's Peri-Peri
- The North Face
- Orthology
- Potomac Pedalers
- Ruth's Chris Steak House
- Silver
- Smoothie King
- Spring Mill Bread Co.
- Unity Woods Yoga
- Whole Foods
- Woodmont Grill

**Bowie Town Center:** There were 52 registrants for the pit stop. The event was held from 6:30am to 8:30am at the outside food court at the Town Center.

**Bowie Old Town:** There were 30 registrants for the Old Town pit stop. The event was held from 6:30am to 8:30am at the Fire Station.

**Burke:** There were 66 registrants for the pit stop. The event was held from 6:30am to 8:30am at the Burke VRE station.
**Capitol Hill BID:** The Capitol Hill BID hosted a Pit Stop at the Eastern Market Metro Plaza; over 300 registered participants stopped by to pick up their official BTWD t-shirt and enjoy refreshments and prizes from local sponsors. Participants enjoyed iced coffee from Peregrine Espresso, mini doughnuts from District Doughnut and granola bars and bottled water donated by Harris Teeter. The first 120 attendees were instant winners in our raffle, with great prizes from sponsors Jade Fitness, McCormick Paints and the American Diabetes Association. Capitol Hill Bikes was on-site providing bike maintenance checks and Capital Bikeshare and goDCgo also provided lots of fun giveaways for the bikers. Ward 6 Councilmember Charles Allen also stopped by to chat with bikers and community members. With beautiful weather and a great turnout, we couldn’t have asked for a better event!

**Capitol Heights:** There were 18 riders who registered for the Pitstop. Of that number, 11 actually showed up. We gave out all of the BTWD t-shirts as well as the t-shirts, bike lights, hand sanitizers, and leg and arm bands that were donated by MNCPPC.

Shawntea and Marisol from DPW&T were on hand to help with the Pit Stop. Also on-hand was Kenniss Henry of the Ride for Natasha Pettigrew cycling event.

**Capitol Riverfront:** The pit stop had 266 registrants. The event was held from 7am to 9am at Canal Park.

**Coast Guard Headquarters:** There were 47 registrants for the pit stop. The event was held from 6am to 9am at the U.S. Coast Guard Headquarters.

**College Park City Hall:** The pit stop had 118 registrants. The event was held from 6:30am to 8:30am at the City Hall.

**College Park Metro:** There were 37 registrants for the pit stop. The event was held from 4pm to 7pm.

**Columbia Heights:** A fine, warm clear day (amid a cool rainy season) encouraged many riders to gather at the plaza in Columbia Heights for the sixth Bike to Work Day afternoon pit stop. Eighty-nine cyclists who had signed up for earlier stops joined over one hundred fifty of us, sharing camaraderie and savoring the pleasant evening.

Thanks to our ten volunteers, fruits and beverages were distributed, along with T-shirts (thanks WABA and MWCOG), swag (thanks goDCgo!), and water bottles (thanks Bicycle Space!) beneath our banner (fluttering from a central Park Triangle balcony). Congrats to Chelsea, Elena, Jorge, Kobi, Landon, and Monica – our prize-winners: the continuous individual drawing method spread the winners throughout the afternoon and eliminated the need to wait or be contacted, and kept the participants’ interest piqued. Thanks to Bicycle Space for sponsoring the tune-up station (which was packed throughout the entire event!) and the Third District Police and WABA for spending the afternoon with us, once again!
Crystal City: There were 547 registrants for the pit stop. The event was held from 7am to 9am at the Water Park.

Dumfries: There were 16 registrants for the pit stop. The event was held from 7:30 to 9:30am at City Hall.

Edgewood Met Branch (DC): The Edgewood Metropolitan Branch Trail pit stop had another outstanding year. It is the only pit stop located on the Met Branch Trail highlighting that physical infrastructure is an important element in increasing bicycling especially for new riders. This year, 463 riders passed by the pit stop while 1,313 used the trail on Bike to Work Day. This is the highest trail use to date, surpassing 1,278 on the day Metro shut down and 1,178 on Bike to Work Day in 2015, based on data from our new trail counter. The Edgewood Met Branch Trail pit stop is organized by the adjacent community with support from Bicycle Space, Gearin' Up Bicycles, WABA, the Rails-to-Trails Conservancy and our newest member Menkiti Group. The stop’s volunteers enthusiastically cheer on passing cyclists and offer free repairs.

Fairfax Government Center: The pit stop had 136 registrants. The event was held from 6:30am to 9am at the Government Center.

Fairfax City: The pit stop had 125 registrants. The event was held from 6am to 9am at the Old Town Square.

Fair Lakes: There were 79 registrants for the pit stop. The event was held from 6am to 9am at the Fair Lakes Shopping Center.

Falls Church: There were 370 registrants for the pit stop. The event was held from 6:30am to 9am on the W & OD Trail by Little Falls Street.

Fort Totten: There were 49 registrants for the pit stop. The event was held from 6:30am to 9:30am at the Fort Totten Metro station.

Fort Belvoir: There were 21 registrants for the pit stop. The event was held from 7am to 9am and 11:30am to 1pm at the Mt. Vernon Highway gate to the base.

Franklin Square (DC): There were over 300 registrants for this new pit stop open from 7:30 am to 9:30 am at 1225 Eye Street NW across from Franklin Square Park – exceeding the registration goal by 100 riders! The site host, International Republican Institute, provided 15 volunteers to give out food and drink from area businesses including Atrium Café, Bolt Catering, Franklin Grill, P&R Enterprises and Panera Bread. In addition, there were also raffle items donated by &pizza, Blue Ridge Revolutions, Bobby Van’s, Buredo, goDCgo, and Yoga District.

Freedom Plaza (DC): The pit stop had 847 registrants. The event was held from 7am to 9am.
**Frederick:** Frederick’s pit stop had almost 370 registered riders with nearly 200 participants at the event. Registration was a bit lower for 2016 than for 2015’s event due to unpredictable spring weather.

Enthusiasm was high at the pit stop where riders enjoyed food and drinks donated by The Fractured Prune, Wegmans, The Common Market, Gravel & Grind, and more. The crowd was welcomed by Senator Ben Cardin’s representative Robin Summerfield, Frederick County Executive Jan Gardner, Frederick City Mayor Randy McClement, Frederick City Alderwoman Kelly Russell, and Major General Brian Lein, Commanding General for the U.S. Army Medical Research and Material Command and Fort Detrick. The emcee was John Fieseler from the Tourism Council of Frederick County. The Frederick County Parks & Rec department provided tables and chairs for food suppliers and vendors, which included The Bicycle Escape (who also donated a bike for the raffle) and KEY103. Riders were also entered into a raffle to receive bike accessories, gift certificates from Glory Doughnuts and The Common Market, and bike lights from TransIT.

The annual pre-event Registration Celebration was held at Clemson Corner Shopping Center on Friday, May 13th. The Bicycle Escape allowed us to set up a registration table 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. About 50 people participated in the event.

**Friendship Heights:** There were 143 registrants for the pit stop. The event was held from 6:30am to 9am at Wisconsin Place Plaza.

**Gaithersburg:** There were 164 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 fourth year in a row at the Georgetown Waterfront Park (DC) - and it was even bigger than last year! With over 600 bicyclists stopping by throughout the morning, we had great and enthusiastic crowds starting at 7:00 AM. Many of our Georgetown businesses and partners offered delicious treats, hot coffee and fun giveaways, including:

- SoulCycle – first ride free vouchers
- Grace Street Roasters – hot coffee and cold brew
- WABA – membership sign ups and bicyclist information
- Sprinkles - cupcakes
- Patisserie Poupon – French pastries and bottled water
- Dog Tag Bakery – baked goods and coffee
- Postmodern Foods – fresh juice samples
- North Face – giveaways and provided volunteers
- Georgetown Library – bicycle-themed books and library card sign-ups
- Georgetown BID – water bottles and other items
In addition to the above items, the Georgetown BID distributed the BTWD t-shirts, seat covers, light sets, donations from marquis sponsors, and did a raffle for the Dios Thronous saddle, one-year Capital Bikeshare membership, and bicycle accessories - plus added some Georgetown gift cards and swag into the pot of prizes. All 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 91 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:** This year, 342 people registered and 146 people came out for Bike to Work day. Our pit stop was open from 7am through 9:30 am, and throughout the morning, there was a very constant stream of folks coming through. Most who visited our stop were from the Farragut Square neighborhood, and many were folks who worked in the different Tower Companies office buildings. We had a raffle that took place for those who attended bike to work day, and there was some office competition taking place among some building clients to see who could have the most people come out for the event. We had a lot of fun with the day’s events, and we’re looking forward to next year’s Bike to Work day and hope to have even more people in attendance.

**Golden Triangle – L Street (DC):** There were 257 registrants for the pit stop. The event was held from 7:30am to 9am.

**Greenbelt:** Bike To Work Day 2016 was the fifth 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 127 bikers registered with 98 passing through. Jeff & Laurie Lemieux of Proteus Bicycles in College Park led 20 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.

Our sponsors:
- Bee Yoga Fusion led Stretching with Your Bicycle just prior to the convoy departure.
- A Proteus Bicycle mechanic provided light maintenance and safety checks on over 50 bikes.
- Raffles prizes generously donated by Arrow Bicycle and BicycleSPACE were distributed.
- Swag bags were provided to registered riders with items donated by the American Diabetes Association and Prince George’s County Department of Public Works and Transportation.
- Breakfast food and drinks were donated by Greenbelt COOP and DrinkMore water.
Funding provided by the Anacostia Trails Heritage Area supported raffle prizes, swag and breakfast food.

**Haymarket:** There were 10 registrants for the pit stop. The event was held from 6am to 9:30am at Haymarket Bicycles.

**Herndon:** There were 462 registrants for the pit stop, up 8% from 2015. The event was held from 5:30am to 10am with an afternoon stop from 4-6:30 p.m. Located between the Herndon Depot Train Museum and old Town Hall, just off the W&OD trail, the location is ideal for long and short range riders. The early opening appeals to many who are headed into the city. A-1 Cycling continues to sponsor the Town’s pit stop, providing mechanical services, refreshments and give-aways. Participation by the Green Lizard bike shop, the town’s police bike unit, Fairfax Alliance for Better Bicycling (FABB), Northwest Federal Credit Union and massage therapy from Quality Chiropractic made the event a success! As one of very few nice days this spring, riders were thrilled for the chance to be out on a beautiful morning and feel celebrated by the regional effort to promote Bike to Work Day.

**Hyattsville Macgruder Park:** There were 117 registrants for the pit stop. The event was held from 6:30am to 8:30am.

**Indian Head:** There were 62 registrants for the pit stop. Over 119 riders attended the event. There were 9 vendors with tables & displays promoting their services, event or programs. The Chick-fil-a cow and helped handout over 40 raffle prizes plus two 26” bikes, 1-for boys and 1-for girls. The pit stop received a Proclamation from the Charles County Commissioners. The pit stop also received a Maryland General Assembly Official Citation from the Southern Maryland Delegation. The Youngest Mayor in Maryland’s 382 year old history and 3rd youngest in USA’s history, rode his bike and worked with us all day.

**Ivy City:** There were 23 registrants for the pit stop. The event was held from 7am to 9am at the Historic Hecht Warehouse building.

**Leesburg:** It was a beautiful morning for the 210 participants who visited the Leesburg Pit Stop on Bike to Work Day. Loudoun County Commuter Services’ staff set up tents and tables for its festive event held adjacent to the W&OD Trail in Leesburg's Raflo Park. All were welcomed with coffee, juice, fruit, bagels, doughnuts and grab and go snacks. About 20 riders were identified as “instant winners” of a bike accessory or bike safety item at check-in. All participants were eligible to win a new bicycle which was given away through a random drawing at the end of the event.

Mechanics from Bicycle Outfitters assisted with adjustments and bike safety checks. Volunteers from Bike Loudoun continued their tradition of participating in the event as well.
While some 352 individuals had registered for the Leesburg stop, some chose to ride directly to their workplaces and made arrangements to pick up their free T-shirts, and giveaways (water bottles, lip balm and first-aid kits) at alternate times.

**Manassas GMU:** There were 57 registrants for the pit stop. The event was held from 6:30am to 9am at the Freedom Center.

**Manassas Kelly Leadership Center:** There were 22 registrants for the pit stop. The event was held from 6am to 9:30am near the route 234 bike trail.

**Manassas VRE:** The Mayor of the City of Manassas, Executive Director of Historic Manassas, Inc, Director of Neighborhood Services for the City of Manassas along with five other City of Manassas officials. Allen Muchnick donated his time and expertise in bike repair and bicycling routes in Northern VA to our cyclists. Coffee donated by Matt from Grounds Central Station, Manassas, VA. PRTC Representative Holly Morello greeted all the cyclists and presented the PRTC gift to our second cyclist of the day. Our first cyclist received the lock you provided. VRE day passes were a hit.

**Mclean:** There were 65 registrants for the pit stop. The event was held from 6:30am to 9am at Greenberry’s Coffee Shop.

**Merrifield - Mosaic:** The Mosaic pit stop had 104 registered riders this year. The event was held at Strawberry Park in Mosaic from 6:30-9:00 a.m. This year the pit stop had live acoustic music inviting riders to the pit stop along with Freshbikes providing bike tune-ups and safety checks for the riders. There was a photo booth available for the riders to take pictures with their bike and use props. The sponsors this year provided the riders with food, coffee, gift cards, goodie bags, giveaways, and information.

Thanks to our sponsors:
- Freshbikes
- MOM My Organic Markets
- iEvents
- Shelby Blondell
- Le Pain Quotidien
- Nando’s Peri-Peri
- Elevate Fitness
- Zengo Cycle
- CustomInk
- Spark Yoga
- ACE
- Center for Orthopaedics & Sports Medicine
- FABB
- CAVA
- American Diabetes Association
Mt. Vernon Triangle (DC): There were 327 registrants for the pit stop. The event was held from 7am to 9am at BicycleSPACE.

Mt. Vernon – Collingwood Park (VA): There were 36 registrants for the pit stop. The event was held from 6:30am to 8:30am at Collingwood Park.

National Geographic Society: National Geographic Society played host to hundreds of cyclists for Washington DC's 2016 Bike to Work Day. Nearly 500 cyclists registered to the Nat Geo pit stop and enjoyed coffee (courtesy of Peet’s), snacks, music, raffle prizes, chair massages, bike maintenance (courtesy of The Bike Rack), and more. Participants also learned about other ways to care for our planet and support cycling in the region thanks to representatives from WABA, goDCgo, DC Water, Climate Ride, the Anacostia Watershed Society, and Enterprise Carshare. Riders were also encouraged to join National Geographic's BioBlitz, a free event to celebrate biodiversity, which took place over the weekend on the National Mall and in other green spaces in the region.

NIH: There were 466 registrants for the pit stop. The event was held from 7am to 9:30am at Building One on the NIH campus.

Naval Support Activity: For this year's event we teamed up with USO and the Navy Morale Welfare and Recreation Office to host our pit stop. We had about 100 register and about 80 attend. The Bike to Work Day event was held on the same day as the Invincible Spirit Festival featuring the Lt Dan Band with Gary Sinise and Chef Robert Irvine. We had our table at the festival site. The festival was held later in the day so our event assisted in advertising that event. This year the U.S. Navy won the regional Bike to Work Day award and we hosted the luncheon to accept the award.

NOMA: There were 520 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.

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 Carshare, Enterprise Rideshare, Friends of White Flint, Wentworth House, and the Pike District. Prizes and gift certificates were generously donated by &Pizza, Bob’s Bikes, Harris Teeter, Pike & Rose, Progressions Salon Spa Store, RetroFitness, Seasons 52, Strathmore, and The White Flint Partnership. 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.

Montgomery County Council President Nancy Floreen presented the County’s Bike to Work Day proclamation and Councilmember Hans Riemer spoke of his upcoming Bike Summit and bicycle improvement projects in the County. Dee Metz, White Flint Coordinator for the Montgomery County Executive’s Office helped in presenting awards. The grand prize, a new bike, was presented to Amy Woitach by Bob Mallasch, owner of Bob’s Bikes and Councilmember Riemer. An ecstatic Amy, who accepted the bike along with her husband and children, won a Sun Folding F7 bike! Members of the Woitach family have participated in Bike to Work Day since 2002!

**Oxon Hill:** There were 62 registrants for the pit stop. The event was held from 6:30am to 8:30am near the bike trail below the Woodrow Wilson Bridge.

**Port Towns:** Edmonton had a great morning! We had 29 register for the AM and everyone showed up. We ran out of shirts! Total we had 50 riders come by between 7am-9am. Which is more than last year (this is just our second year now). There was an afternoon event at the pit stop held from 4 to 6pm.

**Reston:** Sponsored by Reston Association and Comstock Partners. We had 543 registered participants for BTWD. Of those registered, 307 rode to the Wiehle-Reston East Metrorail Station. Riders were treated to a free breakfast from Great Harvest Bread Co., Einstein Bagels, Hometown Harvest and Whole Foods Market. Coffee was provided from Leidos.

Groups who attended:
- Beloved Yoga
- Comstock Partners/BLVD at Reston
- Fairfax Advocates for Better Bicycling
- Fairfax Co. Dept of Transportation, Bicycle and Pedestrian Program
- Fairfax County Police – Bike Team
- Friends of the W&OD
- IPAR (Initiative for Public Art – Reston)
- Leidos
- NOVA Parks
- Performance Bicycle
- Reston Association
- Reston Association’s Multimodal Transportation Advisory Committee
- Reston Bike Club
- Reston Town Center Association & LINK
- The Bike Lane
- Tour de Cure (American Diabetes Association)
- WABA
- YMCA-Fairfax County Reston
Larry Butler, of Reston Association, introduced Reston Association’s Board President, Ellen Graves as well as the Hunter Mill District Supervisor, Cathy Hudgins. Both spoke to the crowd briefly.

The Bike Lane & Performance Bicycle checked out cyclists’ bikes to make any necessary adjustments, The Connector Bus trained riders on how to put their bike on the front of their buses and Amazing Race Timing donated bike racks for the day.

DJ Theo donated his time to have music and trivia contests throughout the event. There were over 40 door prizes given out throughout the morning. Fairfax County Auxiliary Police crossed riders at one of our busy intersections and members of the Fairfax County Bike Team attended the event.

**Rock Springs:** Marriott International’s parking lot was the location for the Rock Springs Business Park pit stop, which was visited by 65 riders who rode to work for a total of 1052 miles (morning and evening commutes combined). The average distance was 16.18 miles. The sponsors were Corner Bakery and All American Bicycles (featuring a bike clinic for repairs).

Marriott employees and sponsors were on site to welcome the cyclists as they arrived. Everyone took part in the food, music and prizes featured at this year’s pit stop. A TREK bicycle was the grand prize.

**Rockville Fallsgrove:** There were 215 registrants for the pit stop. The event was held from 6:30am to 8:30am at the Fallsgrove Village Center.

**Rockville Town Center:** There were 212 registrants for the pit stop. The event was held from 6:am to 9am at the Rockville Town Center.

**Rockville Twinbrook:** There were 146 registrants for the pit stop. The event was held from 7am to 9am at 5635 Fishers Lane.

**Silver Spring Discovery:** There were 441 registrants for the pit stop. The event was held from 6:30am to 9am at Discovery Place.

**Springfield:** There were 123 registrants for the pit stop. The event was held from 6:30am to 8:30am by the Franconia-Springfield Metro station.

**Sterling:** Some 352 individuals selected the Sterling Pit Stop when registering for Bike to Work Day 2016. They planned wisely; as it was a picture-perfect day along the W&OD Trail just east of Route 28 in Loudoun County.

Dedicated staff from Orbital ATK helped Loudoun County Commuter Services’ staff welcome the 272 participants who visited the pit stop with coffee, juice, fresh fruit, pastries and grab and go snacks. The participants picked up T-shirts as well as branded
lip balm, zippered first-aid kits, and water bottles. An array of bicycle accessories and safety equipment was given to random instant winners upon check-in.

Staff from Loudoun Water provided coolers of drinking water for refilling bicyclists’ bottles. Mechanics from Spokes Etc. assisted with a bike stand for making adjustments. A new bicycle was displayed and given to one participant through a random drawing. Additionally, volunteers from Bike Loudoun and outreach staff from the Dulles Metro project were on hand to share information and join the others in thanking participants for taking their cars off the road.

Suitland: At Suitland, we had 39 people register. Approximately 25 cyclists stopped, including a few that happened to be riding through, but hadn’t registered. Most of the cyclists were ending their ride at Suitland Federal Center, but we had one rider heading into DC, one to Andrews, and two teachers heading to an elementary school off Suitland Road near Morningside.

Takoma Park – Old Takoma – Silgo Creek – Langley Crossroads: Three pit stops in Takoma Park attracted over 200 registrants. Thanks goes to Bruce Sawtelle from Takoma Bicycle, who managed the Old Takoma pit stop at the gazebo in Takoma Urban Park, 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 89 registrants for the pit stop. The event was held from 6:30am to 10am.

Union Market (DC): Union Market hosted our 1st Bike to Work Pit Stop on May 20th from 7am – 9am. 89 participants registered in advance, while another 16 registered on the day of. Food was provided by Buffalo & Bergen and Peregrine Espresso with free samples from Follain. Gearin’Up Bicycles was on hand for tune-ups and safety checks for riders. Thanks goes to WABA and goDCgo for their participation as well.

University of Maryland: There were 37 registrants for the pit stop. The event was held from 4pm to 6pm at the front of Regent’s Drive Parking Garage.

Vienna: There were 357 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 bicyclist commuting that day. This was held in front of the historic FDA Building 1. LTMB had 6 volunteers that provided refreshments to include; water, coffee, juice, doughnuts, muffins, fruit and each bicyclist registered for our pit stop received a 2016 BTWD T-Shirt. The Montgomery County Police Department provided an officer to hand out literature and to answer questions about registering a bicycle with the department. The first bicyclist arrived around 6:40 a.m. and eventually had 77 bicyclists used the pit stop. Of those, 27 were from outside organizations. The
final number of registered bicyclist for the White Oak/FDA pit stop was 112. A great sunny day for those who chose to bike to work and a great time had by all.

**Woodbridge Chin Center:** There were 43 registrants for the pit stop. The event was held from 6am to 9am.

**Woodbridge - Rippon VRE Station:** There were 15 registrants for the pit stop. The event was held from 6am to 9am at the Rippon Landing VRE station.

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

The winner of the Employer Challenge for a free luncheon was the United States Navy with 197 registrants. The luncheon was held on June 30, 2016 at Naval Support Activity Bethesda (NSAB), where a plaque was presented to Commanding Officer, Captain Marvin L. Jones by representatives from Commuter Connections and the Washington Area Bicyclist Association, co-organizers of Bike to Work Day.

![Image of group at luncheon with plaque]

To r: Michelle Cleveland, Washington Area Bicyclist Association; Amanda O’Brien, Morale Welfare and Recreation - NSAB; Captain Marvin L. Jones, Commanding Officer - NSAB; Amanda Kozay, Morale Welfare and Recreation - NSAB; Doug Franklin, Metropolitan Washington Council of Governments - Commuter Connections; Ryan Emery, Installation Transportation Officer – NSAB.
The following Employers had 5 or more employees registered for the event:

2U, Inc.  
A-1 Cycling  
AARP  
ABC  
ABS Consulting  
Abt Associates  
Accenture Federal Services  
ACDI/VOCA  
Achieve, Inc.  
Actionet  
Acumen Solutions  
Adaptive Methods  
Administration for Children and Families  
Administrative Office of the U.S. Courts  
AdvaMed  
Advanced BioScience Laboratories  
Advanced Simulation Technology Inc.  
Advisory Board Company  
AECOM  
Aerospace Corporation  
AES Corporation  
Afterschool Alliance  
Agence France-Presse  
Agency for Healthcare Research and Quality  
AHC Inc.  
Air Force Association  
Airbus  
Air-conditioning, Heating, and Refrigeration Institute  
Airlines for America  
Airport Consultants Council  
AKQA  
Akridge  
Alarm.com  
Alex Levay PLLC  
Alexander Street Press  
Alexandria City Public Schools  
Alexandria Country Day School  
Alexandria Health Department  
Alien Science  
All Native Group  
Alliance for Justice  
Allied Telecom Group  
Allstate  
Alphataraxia  
Alston & Bird  
Amazon  
Amazon Web Services  
Amdocs  
American Academy of Physician Assistants  
American Airlines  
American Association for Clinical Chemistry  
American Association for the Advancement of Science  
American Bankers Association  
American Bar Association  
American Chemical Society  
American College of Cardiology  
American College of Obstetricians and Gynecologists  
American Council for an Energy Efficient Economy  
American Council on Education  
American Councils for International Education  
American Diabetes Association  
American Federation of Teachers  
American Forest & Paper Association  
American Geophysical Union  
American Hospital Association  
American Institute of Physics  
American Institutes for Research  
American Israel Public Affairs Committee  
American Nurses Association  
American Physical Society  
American Planning Association  
American Postal Workers Union  
American Psychological Association  
American Public Health Association  
American Red Cross  
American Short Line and Regional Railroad Association  
American Society for Engineering Education  
American Society for Public Administration  
American Society of Civil Engineers  
American Society of Clinical Oncology  
American Society of Hematology  
American Society of Transplant Surgeons  
American Type Culture Collection  
American University
America's Public Television Stations
AMTRAK
AOL Inc.
Appalachian Regional Commission
Appian
Apple
Apple Federal Credit Union
Applied Predictive Technologies
APT
Aquinas School
Arcadis
Architect of the Capitol
Architecture, Inc.
Arent Fox LLP
Ariadne
Arlington County
Arlington Public Schools
Arlington Transportation Partners
Army Corps of Engineers
Army National Guard
Arnold & Porter
Arrow Bicycle
Arthritis and Osteoporosis Center
Arthritis and Rheumatism Associates
ASCOM
Ashcraft & Gerel
Ashoka
ASM Research
Aspen Institute
ASRC Federal
Associated Press
Association of American Colleges and Universities
Association of American Medical Colleges
Association of Corporate Counsel
Association of Schools and Programs of Public
Association of State and Territorial Health Officials
AstraZeneca
Asurion
AT&T
Bureau of Alcohol, Tobacco, and Firearms
Atlantic Media Company
Audi of America
AudioNow
Aurora Sciences
AvalonBay Communities
Avascent
B. F. Saul Company
BAE
Baker & Hostetler LLP
Baker & McKenzie
Baker Botts LLP
Balducci's Food Lovers Market
BANK OF AMERICA
Basis DC PCS
Bates White
Battelle
BB&T
BCS Inc.
Beauvoir School
Bechtel
Beekeeper Group
Berkeley Point Capital
Berkeley Research Group
Bethesda Chevy Chase
Bethesda Green
Bethesda Transportation Solutions
Bethesda Urban Partnership
Beyer Blinder Belle
Bicycle Outfitters
BicycleSPACE
Big Wheel Bikes
Bike and Roll DC
BikeArlington
Bikes for the World
BioReliance
Biotechnology Innovation Organization
Bipartisan Policy Center
BIT Systems
Bizy, LLC
Blackboard Inc.
Blank Rome LLP
Blessed Sacrament Parish
Bloomberg BNA
Bloomberg LP
BlueLabs
Board of Veterans Appeals
Bodies in Motion Physical Therapy
Boeing
Bohler Engineering
Bond & Pecaro
ClubCorp
Codefry, LLC
Coldwell Banker
Cole & Denny Architects
College Board
Comcast
Commercial Marketing Associates, Inc.
Commodity Futures Trading Commission
Commonwealth Academy
Commonwealth of Virginia
Community Connections
Community Forklift
Community of Hope
CommuterDirect.com
Compass Lexecon
Compassion & Choices
Compusearch Software Systems
Computer Sciences Corporation
Computing Research Association
comScore, Inc.
Congregation Beth Emeth
Congressional Budget Office
Conn Maciel Carey PLLC
Connections Media
Conservation International
Consortium for Ocean Leadership
Consumer Financial Protection Bureau
Consumer Product Safety Commission
Consumer Technology Association
Cooper Carry
Corelogic
Corporate Executive Board
Corporate Fitness Works
Corporation for Enterprise Development
Corporation for National and Community Service
Correia & Puth, PLLC
Cortek Inc
CoStar Group
Council for a Strong America
Council for Advancement and Support of Education
Council of Chief State School Officers
Council of the District of Columbia
Council on Foreign Relations
Court Services and Offender Supervision Agency
Covington & Burling LLP
Cowork Frederick
Cox Graae + Spack Architects
CPA Global
CQ Roll Call
CRDF Global
Creative Associates International
CrossCountry Consulting
Crowell & Moring LLP
CSRA
Cubic
Cultivating New Frontiers in Agriculture
Cushman & Wakefield
CustomInk
Cvent Inc.
CVS
D&M
Dace Design Renovation LLC
DARPA
David M Schwarz Architects
DC Courts
DC Department of Transportation
DC Health Benefit Exchange Authority
DC Office of Planning
DC Public Charter School Board
DC Public Library
DC Public Schools
DC SCORES
DC Superior Court
DC Sustainable Energy Utility
DC Water
DCI Group
DCS Corporation
District Department of Transportation
Defenders of Wildlife
Defense Health Agency
Defense Intelligence Agency
Defense Logistics Agency
Defense Nuclear Facilities Safety Board
Dell
Deloitte
Deltares USA
Deltek, Inc.
Democratic National Committee
DentalBug
Dentons
Henry M. Jackson Foundation
Herndon High School
Herren Associates
Hewlett Packard Enterprise
HIAS
Hickok Cole Architects
Higher Logic
Hilton Worldwide
Hirestrategy
HJF
Hogan Lovells
HOK
Holland & Knight
Holy Cross Hospital
Home Depot
Hood College
Horizon Industries
Horton's Kids
Host Hotels & Resorts
Hostelling International USA
Housing Assistance Council
Housing Unlimited, Inc.
Howard Hughes Medical Institute
Howard University
HPE
HSBC
Hudson Studio
Huge
Hughes Network Systems
Human Rights Campaign
Human Rights First
Hunton & Williams LLP
Hyatt Arlington
Hyatt Regency Bethesda
IADB
IBM
ICF
ICI Services
ICMA-RC
IDA
IDB
idirect
IMA World Health
Imaging Zone
IMG-Crown Energy Services
Immigration and Customs Enforcement
Independent Project Analysis
Indian Health Service
Indonesian Embassy
Inforum
Inova Fairfax Hospital
Inova Health System
Inovalon Inc
Institute for Defense Analyses
Institute for Market Transformation
Institute for Water Resources
Institute of International Education
Institute of International Finance
Integrated Business Forms
Inforum
Intellor Group
Intelsat
Interactive Strategies
Inter-American Development Bank
Inter-American Investment Corporation
Interfaith Power & Light
Internal Revenue Service
International Baccalaureate Organization
International City/County Management Association
International Council on Clean Transportation
International Downtown Association
International Finance Corporation
International Food Policy Research Institute
International Foundation for Electoral Systems
International Justice Mission
International Language Institute
International Medical Corps
International Monetary Fund
International Republican Institute
International Research and Exchanges Board

Investment Company Institute
IQ Solutions
IREX
Island Press
itcon
J Street Companies
Jacobs Engineering Group
JBG Companies
JBS International, Inc.
Jeffrey P Davis, DDS

Jewish Community Center of Greater Washington
Jhpiego
Jimmy Johns
JJDeli
JMZELL
John Snow Inc
Johns Hopkins University
Jones Lang LaSalle
K12
K2M, Inc.
Katten Muchin Rosenman LLP
Keller Williams Capital Properties
Kelly Government Services
Kenrich Group
KFH Group
KGP design Studio
Kimley-Horn and Associates
Kimpton Hotels
Kiplinger Washington Editors
KIPP DC
Kit Check
KPMG, LLP
Krooth & Altman
KTGY Architecture and Planning
La Clinica del Pueblo
Lab School of Washington
Land Trust Alliance
Lansdowne Construction
Law Counsel
Law Firm
Law office of Thomas Witkop
Lea Elliott
League of Conservation Voters
Learning Tree International

Legal Services Corporation
Leidos Biomedical Research, Inc.
Lerch Early & Brewer
Lewin Group
Lexolution LLC
Library of Congress
Lincoln Property Company
Liquidity Services Inc.
Locker Room
Lockheed Martin
National Fish and Wildlife Foundation
National Foundation for Infectious Diseases
National Gallery of Art
National Geographic Partners
National Geographic Society
National Geospatial Intelligence Agency
National Guard Bureau
National Highway Traffic Safety Administration
National Indian Gaming Commission
National Industries for the Blind
National Institutes of Health
National Institute of Standards and Technology
National Labor Relations Board
National League of Cities
National Library of Medicine
National Military Family Association
National Museum of American History
National Oceanic Atmospheric Administration
National Park Foundation
National Park Service
National Parks Conservation Association
National Partnership for Women & Families
National Public Radio
National Rugby League
National Rural Electric Cooperative Association
National Rural Utilities Cooperative Finance Corporation
National Science Foundation
National Transportation Safety Board
National Trust for Historic Preservation
National Veterans Legal Services Program
National Weather Service
National Wildlife Federation
Natural Resources Defense Council
Naval Medical Research Center
Naval Sea Systems Command
Naval Support Activity Bethesda
Naval Surface Warfare Center
Navigant Consulting
Navy Federal Credit Union
Navy Medicine Professional Development Center
NCI, Inc.
NeighborWorks America
NeoNiche Strategies
Network For Good
Neubauer Consulting Engineers
Neustar, Inc.
New Israel Fund
New York Life
New York Times
NGP VAN
Nixon Peabody LLP
NoMa BID
Northern Virginia Community College
Northrop Grumman
Northwest Federal Credit Union
NSWC IHEODTD
Nuance Communications Inc.
Nuclear Energy Institute
Ocean Conservancy
Office of Management and Budget
Office of Naval Intelligence
Office of Naval Research
Office of Science and Technology Policy
Office of the Comptroller of the Currency
Ogletree Deakins
Open Society Foundations
Openet Telecom
Oracle Corporation
Orbital ATK
Organization of American States
OTJ Architects
Overseas Private Investment Corporation
Palantir Technologies
Paley Rothman
Palladian Partners, Inc.
Palo Alto Networks
Pan American Development Foundation
Pan American Health Organization
Papillon Cycles
Parcel P
Parsons Corporation
Partners for Democratic Change
Patient Centered Outcomes Research Institute
Peace Corps
Peer, Gan & Gisler
Pension Benefit Guaranty Corporation
Peregrine espresso
Performance Bikes
PERKINS EASTMAN
Transportation Federal Credit Union
Transportation Security Administration
Tri-County Council for Southern Maryland
Trinity Washington University
Triumph Enterprises
Trust for America's Health
Trust for Public Land
Trusted Concepts
Truth Initiative
TRX Systems
Tuckahoe Elementary School
Tuscarora High School
U.S. African Development Foundation
U.S. Agency for International Development
U.S. Air Force
U.S. Arctic Research Commission
U.S. Army
U.S. Army Corps of Engineers
U.S. Army Medical Research and Material Command
U.S. Army Pentagon
U.S. Attorney's Office
U.S. Bureau of Labor Statistics
U.S. Census Bureau
U.S. Chamber of Commerce
U.S. Citizenship and Immigration Services
U.S. Climate Action Network
U.S. Coast Guard
U.S. Commodity Futures Trading Commission
U.S. Congress
U.S. Consumer Product Safety Commission
U.S. Courts
U.S. Customs & Border Protection
U.S. Customs and Border Protection
U.S. Department of Agriculture
U.S. Department of Commerce
U.S. Department of Consumer and Regulatory Affairs
U.S. Department of Defense
U.S. Department of Education
U.S. Department of Energy
U.S. Department of Energy and Environment
U.S. Department of Health and Human Services
U.S. Department of Homeland Security
U.S. Department of Housing and Urban Development
U.S. Department of Justice
U.S. Department of Labor
U.S. Department of State
U.S. Department of the Interior
U.S. Department of the Treasury
U.S. Department of Transportation
U.S. Department of Veterans Affairs
U.S. Department of Agriculture
U.S. Environmental Protection Agency
U.S. Equal Employment Opportunity Commission
U.S. Fish and Wildlife Service
U.S. Food & Drug Administration
U.S. General Services Administration
U.S. Geological Survey
U.S. Government Accountability Office
U.S. Government Publishing Office
U.S. Green Building Council
U.S. House of Representatives
U.S. Institute of Peace
U.S. International Trade Commission
U.S. Marine Corps
U.S. Mint
U.S. Naval Research Laboratory
U.S. Navy
U.S. Navy Band
U.S. News & World Report
U.S. Nuclear Regulatory Commission
U.S. Office of Personnel Management
U.S. Patent and Trademark Office
U.S. Peace Corps
U.S. Pharmacopeia Convention
U.S. Postal Service
U.S. Postal Service Office of Inspector General
U.S. Securities and Exchange Commission
U.S. Senate
U.S. State Department
U.S. Tax Court
U.S. Trade Representative
U.S. Treasury Department
Uniformed Services University
Union Kitchen
Union of Concerned Scientists
United Airlines
United Educators
United Healthcare
United Nations Foundation
United States Patent & Trademark Office
RADIO ADVERTISING AND WEB SITE

Radio advertising targeted adults ages 25-49, with additional focus on women and minorities, with a household income above $30,000. Hot 99.5, WPGC, 97.1 WASH, and DC101 ran :60 second radio ads. The radio stations also provided social media promotions to engage listeners and encourage Bike to Work Day registration. For the first time ever, a female announcer voice was used for the radio ad. In addition to paid media spots, an estimated $2,250 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a social media promotion.

iHeart Radio Tweets

![iHeart Radio Tweets](image)
Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist 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.

Registration Opens March 2016

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, it's free! There are also a few pit stops open for your afternoon commute back.
Read More...

Commuter Convoys
Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
Read More...

Sponsors

Web Site
Social Media
Outreach to Women and Minority Groups

Tactics used to increase awareness of BTWD with women and minority groups to encourage their participation included:

1. Developed a stakeholder database of women/minority organizations and media.
2. Conducted outreach to organizations such as U.S. Black Chamber, Washington DC Women’s Business Center, Greater Washington Women’s Network, and others.
3. Offered a cycling seminar.
4. Created earned media opportunities featuring women/minority cyclists or organizations.
5. Developed bike advocate mini-campaigns that included interviews with TPB members.
WHEREAS, bicycle commuting is an effective means to improve air quality, reduce traffic congestion, and conserve energy; and

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

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

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

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

WHEREAS, the National Capital Area Transportation Planning Board through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

WHEREAS, the week of May 16th 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 20, 2016 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 18th, 2016 designating May 20th as the Bike to Work Day in the Washington DC region. The proclamation outlined the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by many of the jurisdictions as well. The Proclamation was signed by TPB Chairperson, Timothy Lovain, Chairman Alexandria City Council.
MARKETING MATERIALS

Rack cards 3¾ x 8½" (58,000)
Posters 8½" x 11" (31,000, plus 500 were in Spanish)
Posters 22" x 28" 500
T-Shirts (15,000)
Banners 8’ x 4’ for the 83 pit stops
Water bottles with the BTWD logo were coordinated by BicycleSPACE and made available for each pit stop for purchase.

The marketing materials used for the 2016 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

![Vinyl Banner](image)

Poster
BIKE TO WORK DAY 2016
FRIDAY MAY 20

Pre-register by May 13 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 15,000 who register.
Over 80 pit stops throughout D.C., Maryland, and Virginia.

Register free at BIKEWORKMETRODC.ORG or call 800.745.7433

bike to work day 2016
Bike to Work Day is also funded by D.C., MD, VA and U.S. Departments of Transportation.

Spanish Poster
Día de la Bicicleta para ir al Trabajo 2016
Viernes 20 de Mayo

Comería gratis, bebidas y obsequios promocionales en todas las ubicaciones.

Regístrese antes del 13 de Mayo para una camiseta gratis, y el sorteo de bicicletas.

Visite biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registren.

Más de 80 ubicaciones de salida para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

bike to work day 2016

Día de la Bicicleta Para ir al Trabajo está financiado a nivel federal por las Administraciones de Transporte del Distrito de Columbia, Maryland, Virginia, y el gobierno federal.

Rack Card Front
BIKE TO WORK DAY 2016
FRIDAY MAY 20

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 13
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all locations

Over 80 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 15,000 registrants.

Rack Card Back
Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.
The T-Shirt was grey with yellow lettering.
## Media Coverage

A total of 126 media placements were generated across print, internet, radio, and television for BTWD in 2016.

### BTWD 2016 Media Coverage

<table>
<thead>
<tr>
<th>Date</th>
<th>Source</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3/2016</td>
<td>Washingtonian</td>
<td>DC Will Close the Roads in May so 8,000 Cyclists Can Ride</td>
</tr>
<tr>
<td>3/14/2016</td>
<td>Bike Arlington</td>
<td>Bike to Work Day 2-16 event details</td>
</tr>
<tr>
<td>3/15/2016</td>
<td>DCist</td>
<td>Gear Up For Spring: Bike To Work Day Registration Is Open</td>
</tr>
<tr>
<td>3/16/2016</td>
<td>Greater Greater Washington</td>
<td>Breakfast links: The day the Metro stood still</td>
</tr>
<tr>
<td>3/18/2016</td>
<td>Washington Post</td>
<td>Without Metrorail, Wednesday’s commute was merely bad. Why wasn’t it worse?</td>
</tr>
<tr>
<td>3/22/2016</td>
<td>New Columbia Heights</td>
<td>Registration now open for Bike to Work Day 2016, which is May 20</td>
</tr>
<tr>
<td>3/22/2016</td>
<td>Prince William Living</td>
<td>Bike To Work Day 2016</td>
</tr>
<tr>
<td>3/22/2016</td>
<td>Technal.ly DC</td>
<td>These data visualizations show how DC gets around when there’s no Metro</td>
</tr>
<tr>
<td>3/22/2016</td>
<td>The Bay Net</td>
<td>Register for D.C. region’s 16th Annual Bike to Work Day</td>
</tr>
<tr>
<td>3/23/2016</td>
<td>Ashburn Patch</td>
<td>Bike to Work Day Set for May 20</td>
</tr>
<tr>
<td>4/6/2016</td>
<td>Mclean Patch</td>
<td>Registration Open for Bike to Work Day on May 20</td>
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<tr>
<td>4/15/2016</td>
<td>Alexandria News</td>
<td>16th Annual Bike To Work Day</td>
</tr>
<tr>
<td>4/26/2016</td>
<td>goDCgo</td>
<td>Pedaling Forward! Bike to Work Day is Friday, May 20</td>
</tr>
<tr>
<td>4/27/2016</td>
<td>WABA</td>
<td>Can you help me out in May?</td>
</tr>
<tr>
<td>4/28/2016</td>
<td>The Connection</td>
<td>Bike to Work Day is Friday, May 20</td>
</tr>
<tr>
<td>4/30/2016</td>
<td>On Tap</td>
<td>Biking in the City</td>
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<tr>
<td>5/2/2016</td>
<td>Frederick News-Post</td>
<td>Frederick, Rockville video competition highlights bike month</td>
</tr>
<tr>
<td>5/2/2016</td>
<td>Prince William County</td>
<td>Residents Encouraged to Participate in Bike to Work Day on May 20</td>
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<tr>
<td>5/3/2016</td>
<td>Capital Bikeshare</td>
<td>Bike to Work Day is Back</td>
</tr>
<tr>
<td>5/4/2016</td>
<td>Falls Church News-Press</td>
<td>New Location Planned for Bike to Work Day Pit Stop</td>
</tr>
<tr>
<td>5/4/2016</td>
<td>News-Gazette</td>
<td>Come along for the ride</td>
</tr>
<tr>
<td>5/4/2016</td>
<td>WABA</td>
<td>Ready for something really big?</td>
</tr>
<tr>
<td>5/5/2016</td>
<td>Bicycle Space DC</td>
<td>May is Bike Month</td>
</tr>
<tr>
<td>5/9/2016</td>
<td>Washington Post</td>
<td>Loudoun County news briefs</td>
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<tr>
<td>Date</td>
<td>Source</td>
<td>Article</td>
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<tr>
<td>5/10/2016</td>
<td>Downtown DC BID</td>
<td>Join the DowntownDC BID on Bike to Work Day May 20 at Freedom Plaza</td>
</tr>
<tr>
<td>5/10/2016</td>
<td>Washington Area Bicyclist Association</td>
<td>How to Prepare for Bike to Work Day 2016</td>
</tr>
<tr>
<td>5/11/2016</td>
<td>Falls Church News-Press</td>
<td>F.C. to Host Bike to Work Day Pit Stop on May 20</td>
</tr>
<tr>
<td>5/11/2016</td>
<td>Greater Washington Women's Network</td>
<td>GWWN Community Resources Information Newscast No. 6</td>
</tr>
<tr>
<td>5/11/2016</td>
<td>Mass Transit</td>
<td>Frederick Organizations to Partner for 2016 Bike to Work Day Events</td>
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<tr>
<td>5/11/2016</td>
<td>Washingtonian</td>
<td>See How Four Washingtonians Bike to Work</td>
</tr>
<tr>
<td>5/12/2016</td>
<td>Frederick News-Post</td>
<td>Leafy Greens: All about that bike</td>
</tr>
<tr>
<td>5/12/2016</td>
<td>Takoma Voice</td>
<td>Bike Month</td>
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<tr>
<td>5/12/2016</td>
<td>The Journal</td>
<td>NSAB Set to Join in Bike to Work Day</td>
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<tr>
<td>5/13/2016</td>
<td>Arlington Transportation Partners Blog</td>
<td>Bike to Work Day is in One Week</td>
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<tr>
<td>5/13/2016</td>
<td>Defense Video &amp; Imagery Distribution System</td>
<td>NSAB Set to Join in Bike to Work Day</td>
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<tr>
<td>5/13/2016</td>
<td>National Capital Region Transportation Board</td>
<td>Check out some cool BTWD videos</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Active Life</td>
<td>Visit KIND Snacks during Bike to Work Day DC!</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Bike and Roll DC</td>
<td>3 Can’t-Miss Events for the Really Big Bike Weekend</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Frederick News-Post</td>
<td>6 things to know for the week of May 16</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Hill Now</td>
<td>‘Bike to Work Day’ Pit Stops to Give Away Shirts, Refreshment to Bikers on Friday</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>U.S. PRIG</td>
<td>GOOD THINGS COME TO THOSE ON BIKES</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Washington DC Patch</td>
<td>Wacky 'Tour de Fat' Party Coming to Yards Park This Weekend</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>Washington Post</td>
<td>Bike to Work Day may have special value this year</td>
</tr>
<tr>
<td>5/16/2016</td>
<td>White Plains Daily Voice</td>
<td>Leave The Car At Home For National Bike To Work Week, White Plains</td>
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<tr>
<td>Date</td>
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<tr>
<td>5/17/2016</td>
<td>Bowie Patch</td>
<td>Bike to Work Day 2016: Bowie, PG County Pit Stops</td>
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<tr>
<td>5/17/2016</td>
<td>DC Sun Times</td>
<td>Get in Gear: Bike to Work Week Has Arrived (repost from DC Curbed)</td>
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<tr>
<td>5/17/2016</td>
<td>DC Curbed</td>
<td>Get in Gear: Bike to Work Week Has Arrived</td>
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<td>5/17/2016</td>
<td>Frederick News-Post</td>
<td>Health &amp; Fitness Calendar — May 17</td>
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<tr>
<td>5/17/2016</td>
<td>National Capital Region</td>
<td>How I decided to ride on Bike to Work Day</td>
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<td>5/17/2016</td>
<td>Transportation Board</td>
<td>Arlington: Gearing Up for Bike to Work Day</td>
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<tr>
<td>5/18/2016</td>
<td>Architect of the Capitol</td>
<td>A Passion for Pedaling</td>
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<tr>
<td>5/18/2016</td>
<td>DCist</td>
<td>Bike To Work Day Returns On Friday</td>
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<td>5/18/2016</td>
<td>Fairfax City Patch</td>
<td>Bike to Work Day 2016: Fairfax City Pit Stops</td>
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<tr>
<td>5/18/2016</td>
<td>Greater Greater Washington</td>
<td>Friday is Bike to Work Day. Here's where to find a pit stop.</td>
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<tr>
<td>5/18/2016</td>
<td>Old Town Alexandria Patch</td>
<td>Bike to Work Day 2016: Alexandria Pit Stops</td>
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<td>5/18/2016</td>
<td>Old Town Alexandria Patch</td>
<td>Gear Up for Bike to Work Day</td>
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<td>5/18/2016</td>
<td>PlanItMetro</td>
<td>Bike to Work (or Metro) Day 2016</td>
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<tr>
<td>5/18/2016</td>
<td>Reston Now</td>
<td>Friday: Take a Ride on Bike to Work Day 2016</td>
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<tr>
<td>5/18/2016</td>
<td>Southern Maryland News</td>
<td>Commissioners Recognize May 20 as Bike to Work Day</td>
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<tr>
<td>5/19/2016</td>
<td>Bowie Patch</td>
<td>Bowie Bike to Work Day 2016: When and Where</td>
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<tr>
<td>5/19/2016</td>
<td>Downtown DC BID</td>
<td>Bike to Work Day is TOMORROW</td>
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<td>5/19/2016</td>
<td>Popville DC Neighborhood Blog</td>
<td>It’s Bike to Work Day Friday – Get Free Coffee and Lots More at 83 Pit Stops</td>
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<td>5/19/2016</td>
<td>Takoma Voice</td>
<td>Bike to Work Day, 2016</td>
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<td>5/19/2016</td>
<td>The Connection</td>
<td>Alexandria: Gearing Up for Bike to Work Day</td>
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<tr>
<td>5/19/2016</td>
<td>Washingtonian</td>
<td>Be Careful at These Intersections on Bike to Work Day</td>
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<tr>
<td>5/20/2016</td>
<td>Alexandria News</td>
<td>AAA Mid-Atlantic’s First Anniversary Of Bicycle Roadside Assistance At Bike To Work Day In Washington Metro</td>
</tr>
<tr>
<td>5/20/2016</td>
<td>ARL now</td>
<td>Photos: Bike to Work Day in Arlington</td>
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<tr>
<td>5/20/2016</td>
<td>Ballston BID</td>
<td>Bike to Work Day</td>
</tr>
<tr>
<td>5/20/2016</td>
<td>Bethesda Magazine</td>
<td>Bike to Work Day; Airbnb Comes to Tax Agreement With County; Scholarship Winners</td>
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<tr>
<td>5/20/2016</td>
<td>Capital Gazette</td>
<td>Schuh, advocates highlight need for improvements on Bike to Work Day</td>
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<td>5/20/2016</td>
<td>Center for Total Health</td>
<td>Bike to Work (or Lunch) Day 2016</td>
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<tr>
<td>5/20/2016</td>
<td>DC Bike Blogger</td>
<td>National Bike to Work Day 2016</td>
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<tr>
<td>5/20/2016</td>
<td>New Columbia Heights</td>
<td>Bike to Work Day is today: there's an afternoon pit stop at the Civic Plaza</td>
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<tr>
<td>5/20/2016</td>
<td>Root Chopper blog</td>
<td>Bike to Work Day 2016</td>
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<td>5/20/2016</td>
<td>Takoma Voice</td>
<td>Photos: Bike to Work Day</td>
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<tr>
<td>5/20/2016</td>
<td>VOA News</td>
<td>US Cities Celebrate #BiketoWorkDay</td>
</tr>
<tr>
<td>5/20/2016</td>
<td>Washington City Paper</td>
<td>D.C. Councilmember Proposes Bill to Increase Bike Safety...Using Cars?</td>
</tr>
<tr>
<td>5/20/2016</td>
<td>Washington Post</td>
<td>Traffic, transit tips for the weekend</td>
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<tr>
<td>5/21/2016</td>
<td>Red Brick Town</td>
<td>Bike to Work Day 2016 (Photos)</td>
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<tr>
<td>5/21/2016</td>
<td>Red Brick Town</td>
<td>Bike to Work Day 2016 (Photos)</td>
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<tr>
<td>5/23/2016</td>
<td>Washington City Paper</td>
<td>Met Branch Trail Sees Record Use on Bike to Work Day</td>
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<tr>
<td>5/24/2016</td>
<td>DataLensDC</td>
<td>Bike to Work Day: By the Numbers</td>
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<tr>
<td>5/24/2016</td>
<td>Washingtonian</td>
<td>Bike to Work Day 2016, By the Numbers</td>
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<tr>
<td>5/25/2016</td>
<td>goDCgo</td>
<td>7 Ways to Make Your Business Bike Friendly All Year Long</td>
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<td>5/26/2016</td>
<td>goDCgo</td>
<td>Bike to Work Day 2016</td>
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<tr>
<td>5/27/2016</td>
<td>Technal.ly DC</td>
<td>DataLensDC declares Bike to Work Day ‘a success across the region’</td>
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<tr>
<td>5/27/2016</td>
<td>WABA</td>
<td>Newsletter</td>
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<tr>
<td>5/31/2016</td>
<td>Greater Greater Washington</td>
<td>Breakfast links: Going anywhere?</td>
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<tr>
<td>6/1/2016</td>
<td>Washington Area Bicyclist Association</td>
<td>Thank You for Riding on Bike to Work Day</td>
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<tr>
<td>6/2/2016</td>
<td>Washington Post</td>
<td>D.C.’s plan for SafeTrack: cheaper Bikeshare, shared rides and extended rush-hour parking restrictions</td>
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<tr>
<td>6/2/2016</td>
<td>Washington Area Bicyclist Association</td>
<td>Celebrate Biking to Work (Again!) With Us On June 9th</td>
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<td>6/19/2016</td>
<td>Rockville Patch</td>
<td>Rockville Bike to Work Day 2016: Where to Find Pit Stops</td>
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<td>May, 2016</td>
<td>Red Brick Town</td>
<td>Bike to Work day 2016 (event posting)</td>
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<td>May, 2016</td>
<td>American Planning Association</td>
<td>APA Staff Takes Part in National Bike to Work Day</td>
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<tr>
<td>May, 2016</td>
<td>Arlington Transportation Partners Blog</td>
<td>Bike to Work Day</td>
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<td>May, 2016</td>
<td>Arlington's Car-Free Diet</td>
<td>Bike to Work Day 2016 event details</td>
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<td>May, 2016</td>
<td>Capital Riverfront</td>
<td>Calendar Event</td>
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<td>May, 2016</td>
<td>Capitol Hill BID</td>
<td>Bike to Work Day May 20th – Register for Our Pit Stop at Eastern Market Metro Plaza!</td>
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<td>May, 2016</td>
<td>Falls Church VA</td>
<td>Bike to Work Day</td>
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<td>May, 2016</td>
<td>Georgetown BID</td>
<td>Celebrate Bike to Work Day in Georgetown May 20, 2016</td>
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<tr>
<td>May, 2016</td>
<td>Golden Triangle DC</td>
<td>Start your morning with a leisurely bike ride to Farragut Park.</td>
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<tr>
<td>May, 2016</td>
<td>Greenbelt News Review</td>
<td>Greenbelt Pit Stop Serves May 20 Bike to Work Day</td>
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<tr>
<td>May, 2016</td>
<td>Greenbelt News Review</td>
<td>Newsletter Vol. 79, No. 25 (Bike to Work Day calendar posting)</td>
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<td>May, 2016</td>
<td>Kabir Cares</td>
<td>Bike to Work - May 20, 2016</td>
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<td>May, 2016</td>
<td>Main Street Takoma</td>
<td>Bike to Work Day</td>
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<td>May, 2016</td>
<td>NoMa BID</td>
<td>Bike to Work Day 2016</td>
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<td>May, 2016</td>
<td>Potomac Pedalers</td>
<td>Bike to Work Day May 20, 2016</td>
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<td>May, 2016</td>
<td>REI</td>
<td>Bike to Work Day 2016 DC Metro</td>
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<td>May, 2016</td>
<td>Sustainable NoVa</td>
<td>Bike To Work Day 2016</td>
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<tr>
<td>5/20/2016</td>
<td>The Wash Cycle</td>
<td>It's Bike to Work Day!</td>
</tr>
</tbody>
</table>

**Television Coverage - 6**

| 5/16/2016 | NBC 4 Washington | Freebies and Safety Tips for Bike to Work Day Friday |
| 5/16/2016 | WHAG | http://www.your4state.com/news/maryland/frederick-county-holds-their-annual-bike-to-work-day-event |
| 5/20/2016 | WUSA 9 | Hundreds take part in 'Bike to Work Day' |
| 5/20/2016 | WJLA | DMV residents celebrate Bike to Work Day |
| 5/20/2016 | WJLA | Finally (sunny) Friday before weekend brings the rain |
| 5/20/2016 | FOX 5 DC | Ditch the Car on National Bike to Work Day |
| 5/20/2016 | WJLA | Weekend forecast looking like a mixed bag |

**Radio Coverage - 5**

<p>| 4/22/2016 | WTOP | Bike to Work day organizers aim for more diversity |
| 5/17/2016 | WTOP | Will commuters choose to pedal for Friday’s Bike to Work Day? |
| 5/19/2016 | WTOP | Local planners aim to prioritize unfinished and unfunded bike projects |
| 5/20/2016 | WMAL | Mornings on the Mall |
| 6/3/2016 | WTOP | DC mayor warns Metro work will slow all commuters |</p>
<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Central American Resource Center</strong></td>
<td>Assists the Latino community in the DC region</td>
</tr>
<tr>
<td><strong>National Society of Hispanic MBAs: DC Chapter</strong></td>
<td>Chief connector for development resources for Hispanics in DC area</td>
</tr>
<tr>
<td><strong>NAAAP: DC</strong></td>
<td>Promotes the advancement and development of its members (Asian-American Professionals)</td>
</tr>
<tr>
<td><strong>National Black MBA Association, Inc.</strong></td>
<td>Dedicated to helping create partnerships that increase the wealth of the black community</td>
</tr>
<tr>
<td><strong>Northern Virginia Black Chamber of Commerce</strong></td>
<td>Committed to the growth and development of their member partners and those who work with them</td>
</tr>
<tr>
<td><strong>U.S. Black Chamber</strong></td>
<td>Provides advocacy for the realization of empowerment. Supports African-American businesses and chambers of commerce. Chapters are nationwide and Headquarters is in DC.</td>
</tr>
<tr>
<td><strong>DCBlack.com</strong></td>
<td>Provide an online platform for the growth and development of African-Americans</td>
</tr>
<tr>
<td><strong>National Association of Women Business Owners: Greater DC</strong></td>
<td>Association dedicated to assisting women business owners in their endeavors</td>
</tr>
<tr>
<td><strong>eWomen Network Washington DC Chapter</strong></td>
<td>Support members’ products and services</td>
</tr>
<tr>
<td><strong>Washington DC Women's Business Center</strong></td>
<td>Serves women entrepreneurs in the DC capital region</td>
</tr>
<tr>
<td><strong>Greater Washington Women's Network</strong></td>
<td>Promotes the growth of women’s businesses through providing classes and services that stimulate growth</td>
</tr>
<tr>
<td><strong>Alexandria Spokeswomen</strong></td>
<td>Women and female-identifying persons who like to bike or use bikes to get around in Alexandria, Virginia</td>
</tr>
<tr>
<td><strong>Black Women Bike DC</strong></td>
<td>Black Women Bike is a sponsored project of the Washington Area Bicyclist Association. Our vision is that Black women and girls of all ages ride their bikes for fun, health, wellness and transportation. The mission of Black Women Bike is to build community and interest in biking among black women through education, advocacy and recreation.</td>
</tr>
<tr>
<td><strong>We Are Casa</strong></td>
<td>OUR MISSION: To create a more just society by building power and improving the quality of life in low-income immigrant communities. OUR VISION: A future with diverse and thriving communities living free from discrimination and fear, working together with mutual respect to achieve full human rights for all.</td>
</tr>
<tr>
<td><strong>Boat People SOS</strong></td>
<td>Through grassroots outreach and coalition building, BPSOS serves the needs of the Vietnamese immigrants and refugees in areas of health awareness, youth mentoring, community development, and victim services. Our peer advocates, attorneys, and other professional staff work together to offer culturally &amp; linguistically appropriate direct services and referrals to Vietnamese communities across the US.</td>
</tr>
<tr>
<td><strong>DC Eco Women</strong></td>
<td>Our mission is to provide an educational forum for women that empowers women to become leaders in the environmental community and the world.</td>
</tr>
<tr>
<td><strong>DC Department of Parks and Recreation</strong></td>
<td>The DC Department of Parks and Recreation (DPR) provides quality urban recreation and leisure services for residents and visitors to the District of Columbia. DPR supervises many of the District of Columbia's recreation/community centers, parks, athletic fields, playgrounds, spray parks, tennis courts, community gardens, dog parks, aquatic facilities and features.</td>
</tr>
</tbody>
</table>
News Social Media Support

Capitol Hill News @HillNowNEWS · May 16
Pit stops across the area will have free food and T-shirts for bike commuters on Friday hillnow.com/2016/05/16/bik ... City Paper @wcp · May 23
Met Branch Trail sees record use on Bike to Work Day washingtoncitypaper.com/news/city-desk ...

The DC Bike Blogger @DCBikeBlogger · May 20
Great #BikeDC ride. Great crowd. Great #BikeToWorkDay2016. Thanks @WABADC, @BikeToWorkDay, @ggDCgo, etc. #BTWD2016

Washingtonian @washingtonian · May 19
Bike to Work Day is tomorrow. Will you be ready?
washingtonian.com/2016/05/18/get ...

DCist @DCist · May 20
Reminder: Today is Bike To Work Day dcist.com/2016/05/06/bike_t ...
Sponsor Social Media Support
University Social Media Support

AU Sustainability @GreenAU · May 20
Over 30 @AmericanU staff participated in #BikeToWorkDay2016! Thank pointers for @AUemployees!

AU Sustainability @GreenAU · May 19
Tomorrow is the day! #BikeToWork for a great workout, a sticker, breakfast, and a chance to win prizes! bit.ly/1T1d2lH

Sustainability at GW @SustainableGW · May 20
Happy @BikeToWorkDay #GWUI it's a beautiful day for bicycling. #BTWD2016

GU Sustainability @SustainableGU · May 19
Upgrade your commute to 2 wheels and join us for @BikeToWorkDay tomorrow! Breakfast will be provided at @YatesFieldHouse #BikeGU #BTWD2016
Organization Social Media Support

Indonesian Embassy DC @KSRP@aschDC - May 20
What a beautiful morning! Ambassador @b_bowdleseono & Embassy staff participate in @BikeToWorkDay #BTW2016

Greg Billing @gabilling - May 18
The @DowntownGCBD Freedom Plaza @BikeToWorkDay pit stop is rocking #BTW2016

Van Eperen @VanEperenAgency - May 18
We look forward to seeing cyclists 6:30-8:30am tomorrow at the @BikeToWorkDay Fallsgrove pit stop! bit.ly/TiJyb4

Fairfax Connector @fxconnector - May 20
Friendly reminder that today's @BikeToWorkDay event, you may see more bicyclists on the road during p.m. rush. #sharetheroad

Council of DC @councilofdc - May 20
As it wraps up, Happy Bike to Work Day-or as these folks call it-Friday #BikeToWorkDay2016 #BTW2016 #HikeToWork @KABADC

Kathleen Murphy @kmurphyva - May 20
@BikeToWorkDay at Greenberry's in McLean - taking cars off the road is good for our communities & our health! #VA34
YouTube Social Support
Photos and other promotional Items
Adams Morgan

Alexandria/Carlysle
Alexandria Old Town
Capitol Hill/Eastern Market
Georgetown
**Washingtonian**

*Article on Bike to Work Day 2016 by the numbers*
Hourly bike Counts for Bike to Work Day 2016
Columbia Heights
Loudoun’s Proclamation

Loudoun Board of Supervisors Issues Proclamation Declaring May 20, 2016 as “Bike to Work Day”

Proclamation Declaring May 20, 2016 as “Bike to Work Day”

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

WHEREAS, bicycle commuting benefits both employers and employees 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, the week of May 15 – May 20, 2016 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, on May 20, 2016, the Loudoun County Board of Supervisors hereby proclaims May 20, 2016 as “Bike to Work Day” in Loudoun County.

Signed by every member. 
Sincerely,
in your blog.

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Charles County's Proclamation