

### National Capital Region Transportation Planning Board COMMUTER CONNECTIONS PROGRAM

# Bike to Work Day 2024 Final Event Report

Metropolitan Washington Council of Governments

Prepared by: Mark Hersey, COG/TPB staff

bike to work day 2024

January 21, 2025

This report is dedicated to the memory of Mark Hersey, COG/TPB staff member who served as part of the Bike to Work Day team for several decades, and since its origins in the Washington, DC region.



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#### **ACKNOWLEDGEMENTS - PIT STOPS - REGISTRANT TOTALS**

The 2024 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations and the number of registrants for each pit stop:

Pit Stop Name 2024	Pit Stop Manager	Company/Organization Name	# of Registrants
DC NE Anacostia Riverwalk Trail - River			
Terrace Park	Julie Kutruff	National Park Service	97
	Lauren	Mundo Verde Bike Bus/ Ward 5	
DC NE Brookland Turkey Thicket	Marcinkowski	Family Biking	150
DC NE Edgewood Metrobar	Jesse B Rauch	metrobar	130
DC NE Ivy City at BicycleSPACE	Philip Koopman	BicycleSPACE	36
		NoMa Business Improvement	
DC NE NoMa at Wunder Garten	Delonte' Kitt	District	401
DC NE Old City Market and Oven	Curt Hansen	Old City Market and Oven	105
DC NW Adams Morgan at Unity Park	Brian Barrie	Adams Morgan Partnership BID	293
DC NW Cathedral Heights at Conte's Bike Shop	Jeff Roberts	Conte's Bike Shop	127
DC NW Columbia Heights Plaza	Daniel Hayes	Retired Volunteer	257
DC NW Dupont Circle at American	Margaret		
Geophysical Union	Moerchen	American Geophysical Union	176
DC NW Franklin Park	Latasha Stiger	DowntownDC Business Improvement District	267
		Georgetown Business	
DC NW Georgetown Waterfront Park	Debbie Young	Improvement District	428
DC NW Golden Triangle - Farragut Square	Alex Benson	Golden Triangle BID	133
DC NW Golden Triangle - L Street	Tia Carson	Tower Companies	78
DC NW Logan Circle Main Street	Michele Molotsky	Logan Circle Main Street/District Bridges	66
DC NW Mt. Vernon Triangle at VIDA Fitness	Nancy Burnham	VIDA Fitness	102
DC NW National Geographic Society	Susan Kolodziejczyk	National Geographic Society	148
DC NW Shaw	Tory Gibler	Fehr & Peers	121

DC NW West End at American College			
of Cardiology	Lara Gold	American College of Cardiology	62
DC SE Anacostia	Ryen Washington	Anacostia BID	61
DC SE Capitol Hill at Eastern Market	McKenna Boyland	Capitol Hill BID	315
DC SE Capitol Riverfront at Canal Park	Alexandra Smith	Capitol Riverfront Business Improvement District	151
DC SE U.S. Coast Guard HQ	Kimber Heida	USCG	39
DC SW Capitol Hill at House Office Buildings	Diane Gutierrez	Architect of the Capitol	88
DC SW Southwest Business Improvement District	Lexie Albe	SWBID	69
DC SW The Wharf	Jennifer Currie	The Wharf	132
MD Charles Co Indian Head at Village Green Pavilion	George Clark	Tri County Council for Southern Maryland	72
MD Frederick Co Brunswick Train Station (MARC)	Carmen Hilton	Brunswick Main Street	41
MD Frederick Co Frederick Downtown at Transit Center	Jaime McKay	Transit Services of Frederick County	203
MD Montgomery Co Bethesda - Downtown	Kristen Blackmon	Bethesda Transportation Solutions	420
MD Montgomery Co FDA White Oak	David Manchas	Food and Drug Administration	96
MD Montgomery Co Friendship Heights	James Carlson	Montgomery County DOT Commuter Services	172
MD Montgomery Co Gaithersburg Kentlands	Brian Fields	City of Gaithersburg	155
MD Montgomery Co Gaithersburg Olde Towne Plaza (afternoon)	Brian Fields	City of Gaithersburg	55
MD Montgomery Co Germantown at BlackRock Center	Paul Gatons	MCDOT - Commuter Services	79
MD Montgomery Co National Institutes of Health Bldg 1	Sean Cullinane	National Institutes of Health	268
MD Montgomery Co North Bethesda at Pike and Rose	Traci McPhail	North Bethesda Transportation Center	288
MD Montgomery Co Rockville - Fallsgrove Thomas Farm Community Ctr	Jennifer Bolick	FOVNDRY on behalf of MCDOT Commuter Services	221
MD Montgomery Co Rockville - Town Square	Michelle Golden	MCDOT	189

MD Montgomery Co Rockville -		JBG SMITH/GI Property	
Twinbrook	Michelle Hughes	Management	86
MD Montgomery Co Silver Spring -			
Downtown at Veterans Plaza	Ruthann Eiser	MCDOT-Commuter Services	314
MD Montgomery Co Takoma Park -			
Downtown/Old Town	Kaysi-Ann Webley	City of Takoma Park	123
MD Montgomery Co Takoma Park -	Kaysi-Ann		
Langley Crossroads	Webley	City of Takoma Park	5
MD Montgomery Co Takoma Park - Sligo	Kaysi-Ann		
Creek Trail	Webley	City of Takoma Park	56
MD Montgomery Co Wheaton -	Maritza De La		
Downtown at Marian Fryer Town Plaza	Vega	MCDOT	84
MD Prince George's Co Bladensburg		Bladensburg Waterfront Park/ M-	
Waterfront Park	Robert Walker	NCPPC	53
MD Prince George's Co Bowie City Hall	Ridwan Coker	City of Bowie	41
MD Prince George's Co College Park at			
City Hall Plaza	Erik Valentine	City of College Park	121
MD Prince George's Co Greenbelt			
Aquatic & Fitness Center	Di Quynn Reno	Greenbelt Recreation	141
MD Prince George's Co Hyattsville at			
Driskell Community Park	Chris Militello	Arrow Bicycle / Hyattsville CDC	133
MD Prince George's Co		Prince George's County	
Largo/Kettering/Perrywood Community		Department of Public Works &	
Center	Tiffany Jennings	Transportation	94
MD Prince George's Co Mount Rainier			
Bike Co-op	Sarah Lifsey	Mt. Rainier Green Team	33
MD Prince George's Co Oxon			
Hill/National Harbor	Michael Jackson	M-NCPPC	41
MD Prince George's Co Port Towns at			
Edmonston	Rod Barnes	Town of Edmonston	27
MD Prince George's Co Riverdale Park			
Station	Lydia Chandlee	Cushman & Wakefield	42
MD Prince George's Co University of			
Maryland	Maddy Cirineo	University of Maryland	73
VA Arlington Co Arlington Mill	Demolation		100
Community Center	Donald Herndon	Phoenix Bikes	132
VA Arlington Co Polleton		PikeArlington	570
VA Arlington Co Ballston	Lauren Hassel	BikeArlington	579
VA Arlington Co East Falls Church Matra	Antonio Rossi	WMATA	219
VA Arlington Co East Falls Church Metro VA Arlington Co Langston Blvd	AIILUIIIU KUSSI		219
(afternoon)	Ginger Brown	Langston Boulevard Alliance	77
lanemoon	Olliger Drown	Langston Doutevalu Attiance	//

VA Arlington Co National Landing Water			
Park	matthew jones	National Landing BID	361
VA Arlington Co Rosslyn at Gateway			570
Park	Lauren Hassel	BikeArlington	579
VA Arlington Co Shirlington	Lauren Hassel	BikeArlingtonjjh	212
VA City of Alexandria Del Ray at			
Colasanto Park	Joseph Davison	Velocity Bicycle Cooperative	175
VA City of Alexandria Eisenhower			
Square	Kimberly Turner	Panco Mgt	43
VA City of Alexandria Fairlington Centre	Megan Hurst	Great Harvest Bread	48
VA City of Alexandria John Carlyle			
Square Park	Morgan Babcock	Carlyle Council	469
		Department of Defense /	
		Washington Headquarters	
VA City of Alexandria Mark Center	Hugh McGloin	Services	55
VA City of Alexandria National Landing			
at APTA	Candace Lambert	АРТА	68
VA City of Alexandria Old Town at City			
Hall	Hamzat Sani	City of Alexandria - GO Alex	327
VA City of Fairfax Old Town Square	Chloe Ritter	City of Fairfax	124
VA City of Falls Church	Jeffrey Sikes	City of Falls Church Virginia	174
VA City of Manassas Park VRE Station	Alanna Mensing	City of Manassas Park	14
	Downsth Draws	Prince William County	
VA City of Manassas VRE Station	Barrett, Bryce	Department of Transportation	69
VA Fairfax Co Alexandria - Mt		Fairfax County Department of	
Vernon/Hybla Valley/Ft Hunt	Nicole Wynands	Transportation	44
VA Fairfax Co Annandale at George		Fairfax Alliance for Better	
Mason Regional Library	Kevin Romance	Bicycling	22
VA Fairfax Co Annandale Wakefield Park		Fairfax County Park Authority -	
at Audrey Moore RECenter	Sands Smith	Audrey Moore Rec Center	50
VA Fairfax Co Burke Centre VRE Station	Joy Faunce	FABB	38
		Fairfax County Department of	
VA Fairfax Co Centreville/Clifton	Nicole Wynands	Transportation	15
		Fairfax County Department of	10
VA Fairfax Co Chantilly - Stringfellow	Nicole Wynands	Transportation	40
VA Fairfax Co Chantilly - Sully		Fairfax County Government -	
Government Center	Michael Coyle	Sully District Supervisor's Office	22

VA Fairfax Co Fair Lakes Center	Liz French	The Peterson Companies	55
VA Fairfax Co Fairfax County		Fairfax County Department of	70
Government Center	Nicole Wynands	Transportation	72
VA Fairfan Oa Falla Olamak - Onlarana		Fairfax County Department of	
VA Fairfax Co Falls Church - Culmore	Nicole Wynands	Transportation	29
VA Fairfax Co Fort Belvoir	Charice Smith	Installation Safety Office	37
VA Fairfax Co Herndon Innovation		Fairfax County Department of	
Center	Nicole Wynands	Transportation	44
		Town of Herndon - Parks and	
VA Fairfax Co Herndon Town Hall Green	Julie Kagler	Recreation	320
VA Fairfax Co Jim Scott Community		Fairfax County Board of	
Center	Joanna Fitzpatrick	Supervisors	30
VA Fairfax Co Lorton at Workhouse Arts	Jennifer		
Center	Deutschendorf	Workhouse Arts Center	17
VA Fairfax Co McLean MITRE			
Corporation	Linsey Burch	MITRE	122
VA Fairfax Co Mosaic at Strawberry Park			
(afternoon)	Marie Cox	Wells + Associates	102
VA Fairfax Co Newington - Saratoga Park		Fairfax County Department of	
& Ride	Nicole Wynands	Transportation	24
VA Fairfax Co Oakton at Oakmont			
RECenter	Megan Baker	Fairfax County Park Authority	24
VA Fairfax Co Reston at The Bike Lane	Anne Mader	The Bike Lane	303
VA Fairfax Co Springfield at South Run	Devid Fellert		40
RECenter	David Fallert	Fairfax County Park Authority	42
VA Fairfax Co Springfield Metro Park at Walker Lane		Transwestern-Metro Park	54
	CARLA Eades		54
VA Fairfax Co Town of Vienna	Charlie Strunk	Town of Vienna Bicycle Advisory Committee	273
VA Failiax CO TOWITOT VIEIIIIa	Charlie Strunk	Committee	2/3
VA Fairfax Co Tysons Corner Center	Alyssa Brooks	Macerich/Tysons Corner Center	51
-	-	Springfield District Supervisor Pat	
VA Fairfax Co West Springfield		Herrity, Fairfax County Board of	
Government Center	Peyton Onks	Supervisors	33
	-	Loudoun County Transit and	
VA Loudoun Co Leesburg at Raflo Park	Judy Galen	Commuter Services	263
VA Loudoun Co Purcellville at Full			200
Distance	Sydney Patterson	Full Distance	12
Distance			
VAL audaus Os Ctarlinst	hudha O a lisir	Loudoun County Transit and	000
VA Loudoun Co Sterling	Judy Galen	Commuter Services	203

VA Prince William Co Dumfries at Simpson Community Center	Yvette Ragland	Town of Dumfries	12
VA Prince William Co Kelly Leadership		Prince William County	
Center	George Phillips	Department of Transportation	21
VA Prince William Co Manassas GMU at			
Freedom Center	Margaret Smith	Active Prince William	38
VA Prince William Co Rippon Landing			
VRE Station	Holly Morello	OmniRide	18
VA Prince William Co Woodbridge -			
Chinn Center	Dan Pittman	Chinn Aquatics & Fitness Center	37
VA Prince William Co Woodbridge -			
Tackett's Mill	Paolo Belita	Prince William County DOT	9
		Prince William County- Board of	
VA Prince William Co Woodbridge - VRE		County Supervisors Woodbridge	
Station	Bertha Johnson	District	13

#### Pit stop registrant total 13,972

## Metropolitan Washington Council of Governments (COG) staff included:James DavenportDouglas FranklinMark HerseyDan Sheehan

#### Washington Area Bicyclist Association (WABA) staff included:

Colin Browne Jeslyn Zakes

#### 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 individuals and organizations that helped make the Washington, DC metropolitan region Bike to Work Day 2024 a success.

#### **BACKGROUND and EXECUTIVE SUMMARY**

Bike to Work Day has been held annually in the Washington metropolitan region for over two decades and was originally started by the Washington Area Bicyclist Association (WABA) with a rallying point or "pit stop: in downtown DC. In September 2000, The National Capital Region Transportation Board's (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 throughout the region. In 2001, the expanded event created a greater awareness of using cycling to work as a viable commuting alternative. Since the first regional Bike to Work Day in 2001, annual registrations have grown exponentially over the years. In 2020, Bike to Work Day was canceled due to the COVID pandemic, reinstated in 2021, and is gradually looking to rebound to pre-COVID levels. The 2024 Bike to Work Day event had a total of 13,972 registrants.

Several bicycles were raffled off and participants enjoyed free T-shirts, snacks, prize drawings, and engaged with elected officials.

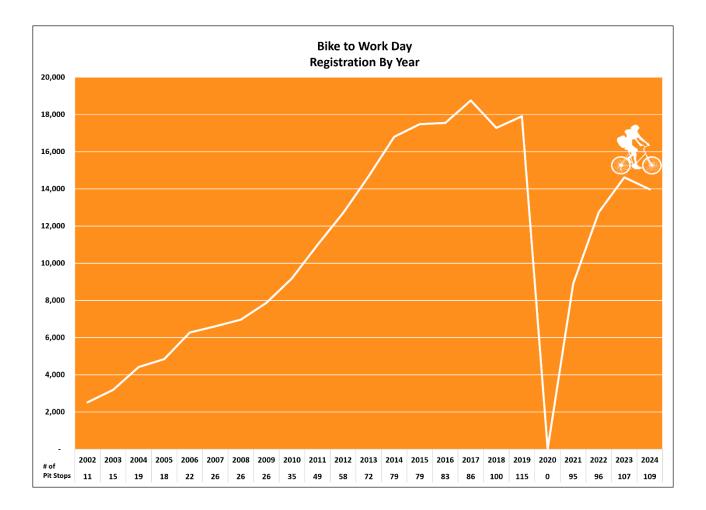
The marketing campaign relied upon targeting of employer and commuter audiences, identification of cost-effective media, crafting key messages, and procuring t-shirts designed to attract commuters to try bicycling to work.

The Steering Committee's resources for Bike to Work Day 2024, 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.
- > A comprehensive marketing campaign produced and placed by Commuter Connections.
- Outreach to employers through a direct mail and email marketing campaign by Commuter Connections.
- > An article in the Commuter Connections employer newsletter.
- Local marketing efforts by the various pit stop managers.
- > An e-mail to previous year's participants by Commuter Connections.
- Banners designed and artwork provided 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 bicycles for the regional raffle from Al's Bike Shop, BicycleSPACE, and Bikes@Vienna, Handy Bikes, and Terrapin Bicycles.

In addition, 9 confirmed bicycling convoys with route leaders assisted novice and experienced cyclists. 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 commute option by joining with WABA in their efforts to promote and coordinate the region's annual Bike to Work Day event. Commuter Connections created and maintained a regional marketing effort that helped to increase the number of cyclists participating in the yearly event from 1,100 in 2001 to a peak of more than 18,000 in 2017. Although biking to work 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.



	Bike to Work Day – May 17, 2024 Regional Sponsorship Declaration		
DIKE to WOFK day@&& 2024	Deadline to Return Ja	anuary 31, 2024	
Please check one of the following Sponso	or Levels: Ca	sh In-Kind	
GOLD SPONSOR LEVEL \$7, Mentioned as sponsor on hundreds of Radio (traditional and/or internet radio), Social Med plus all Silver and Bronze level items	Ads		
SILVER SPONSOR LEVEL \$4, Logo on thousands of T-shirts, Press Releas Bronze level items	11. 12.0 V		
BRONZE SPONSOR LEVEL \$1,, Logo on Website and thousands of Posters a			
If in-kind donation, please describe:			
Sponsors must provide a minimum of 50% cash. The except Sponsor attendance at Bike to Work Day pit stop locations and is typically available at no extra cost; it must however local pit stop(s).	is separate from this regional spor	nsorship agreement	
Name:			
Organization:			
Address:			
City, State, Zip:			
e-mail:	_ Phone: ()		
Website address for your sponsor logo:			
Signature	-		

Please make check payable to: Metropolitan Washington Council of Governments and mail to 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send this form and logo to <u>dfranklin@mwcog.org</u> in high resolution format for quality reproduction, no later than January 31, 2024. Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



Metropolitan Washington Council of Governments



#### **Sponsor Drive**

Commuter Connections gained both monetary and in-kind sponsorships from a variety of organizations in the Washington metropolitan region. A total of \$37,550 in cash was donated for the regional event. The following is a list of cash and in-kind bike raffle sponsors who generously donated to the Bike to Work Day 2024 event:

BTWD 2024 Sponsor	Level
Al's Bike Shop	Gold
City of Alexandria (GO Alex)	Gold
ICF	Gold
BicycleSPACE	Silver
BikeArlington	Silver
National Landing	Silver
Terrapin Bicycles	Silver
AASHTO	Bronze
American College of Cardiology	Bronze
Bikes@vienna	Bronze
Capital Bikeshare	Bronze
DDOT (goDCgo)	Bronze
Fair Lakes	Bronze
Giant	Bronze
Handy Bikes	Bronze
MDOT	Bronze
Potomac Pedalers	Bronze
Prince George's DPW&T	Bronze
Prince George's Vision Zero	Bronze
VDOT	Bronze

#### **HIGHLIGHTS FROM AREA PIT STOPS**

**Adams Morgan:** The Adams Morgan Partnership BID hosted its annual Bike to Work Day Pit Stop in Unity Park from 7:30 - 9:30 am, with fresh bagels and coffee from Tryst waiting for over 200 registrants upon arrival. The Line Hotel also passed out breakfast bites and water to participants. Joined by neighborhood businesses, the BID raffled items every 15 minutes from Lunar Massage, Venture X, The Line Hotel, Center Pointe and Washington Area Bicyclist Association. To extend the fun, Johnny Pistolas Restaurant hosted their first Bike to Work Day Happy Hour in the evening with complimentary drinks provided by The Rounds.

We were joined by CM Brianne Nadeau from Ward 1 who helped choose a few of the raffle winners.

Alexandria Carlyle: Bike to Work Day 2024 was a wonderful success for our 14th year as the Carlyle Pit Stop! Our turnout was great, the weather was nice, and it was so great to have so many supportive sponsors on site and/ or those who donated to our raffle. We are so thankful that everyone took the time to register and come out to support our pit stop! We had our live raffle every 15 minutes with four winners each time! Our breakfast bar from District Biscuit was a huge success for our first year trying this new small business from Del Ray. Our Mayor, Justin Wilson, Councilman John Chapman, Councilman Canek Aguirre, and Councilwomen Sarah Bagley stopped by to support and helped us with our raffle drawings! NBC 4 was also onsite to do live coverage from our Pit Stop!

We cannot thank our wonderful sponsors below enough! They donated generous gift cards and gifts for the raffle! We are so thankful for all our wonderful businesses and group organizations for their support and time.

ALX Dog Walk Alexandria Families for Safe Streets Alexandria Renew Alexandria Spokeswomen **Bicycle and Pedestrian Advisory Council Boundary Companies** Burke & Herbert Bank Carlyle Gateway **Club Pilates Alexandria** Covanta Cowo & Creche **District Cryo Eisenhower Partnership** Handy Bikes JM Zell Lost Boy Cider

Nando's Peri Peri MAA Panera Bread Paradigm Post Carlyle Pure Barre Alexandria **Simpson Properties** Sweet Fire Donna's Tequlia & Taco Virginia Railway Express VPRA Washington Area Bicyclist Association Wegman's Whiskey & Oyster The Westin Alexandria Yoga Six

**Alexandria:** Staff from the City of Alexandria's Office of Mobility Services greeted more than 200 cyclists at Old City Hall on Bike to Work Day on May 17, 2024 between 7am-10am. The weather was cool and overcast. The pit stop was a party-like atmosphere, with twelve staff and volunteers managing the event logistics. After checking in, receiving swag bags, and selecting their T-shirts, participants were offered:

- Bottled water, coffee, tea, bananas, oranges, and an assortment of pre-packaged grab and go snacks,
- Ten tents representing area businesses and City services,
- Bike tune-ups,
- Music with a DJ,
- 25 raffle prizes, and
- DASH bike loading demonstrations.

The event had the support of the local community with two bike shops participating by offering bike checks, coffee, tea, and snacks donated by local businesses. The Alexandria Economic Development Partnership (AEDP) generously agreed to MC the event, community organizations such as Alexandria BPAC and WABA shared biking information, and local businesses donated more than \$1200 in raffle prizes and donations.

Staff secured special guest speakers including Justin Wilson, Mayor, City of Alexandria, MWCOG Executive Director, Clark Mercer, and MWCOG Transportation Operations Program Director, Dan Sheehan and BPAC representative, Ken Notis.

To encourage participation, Bike to Work Day was publicized in variety of ways: news releases, social media posts, a website article, communication with employers, and street team distribution of posters, flyers, rack cards. Bike to Work Day registration was promoted at in-person events in late April and early May. The event was also publicized through the Visit Alexandria and Economic Development Partnership newsletters.

During the event, staff captured still photos for use in social media and other communications materials.

**Alexandria Del Ray:** The event was held at Colasanto Park from 6am to 9am. There were 175 registrants for the pit stop.

**Alexandria Eisenhower Square:** Eisenhower Square Pit Stop Recap- This year was our 1st year for Bike to Work Day. We had about 45 people register for our pit stop. We had giveaways and snacks for our participants that stopped by. We did the pit stop without any sponsors this year as we are still learning and got a late start. We didn't run out of T-shirts but did have requests for more mediums than we had. Our event was from 7am-9am.

Alexandria Fairlington: There were 55 registrants for the event's pit stop.

Alexandria Mark Center: There were 77 registrants for the event's pit stop.

**Alexandria National Landing at APTA:** At least 50 Bike to Workday participants at APTA Pit Stop and 4 additional staff volunteers: MET – 96 participants registered for 2024 APTA pit stop and successfully secured 4 staff volunteers.

**Anacostia:** The event was held by the Arts Center from 7am to 9 am. There were 61 registrants for the pit stop.

Anacostia Riverwalk Trail: The event was held from 7am to 9am. There were 97 registrants. It was a great morning as always! We saw a lot of familiar faces and bike traffic going into DC and folks headed out to Greenbelt and NASA. Some were neighbors from River Terrace and around the Benning Road corridor with local community participation. We were ambassadors for Bike to Work Day by encouraging people biking and walking to stop. Many of our non-registered visitors were unaware of Bike to Work day and were happy to learn about the event and to get resources like bike maps. The weather may have deterred a few participants this year as it looked like it was going to rain a good bit of the time, but we didn't have any rain.

**Annandale:** The event was held at Wakefield Park/Audrey Moore RECenter from 6:30am to 9am. There were 50 registrants for the pit stop.

**Annandale George Mason Library:** The event was held from 6:30am to 9am. There were 22 registrants.

**Arlington Mill:** The Arlington Mill pit stop was held on the plaza of the Arlington Mill Community Center from 7-9am. The stop had 132 registrants.

**Arlington Ballston:** Hosted in the parking lot of Trek Bicycle Arlington Ballston from 7:00-9:00 a.m., BikeArlington's Ballston Pit Stop broke all previous records for this location with 579 registered riders, tying BikeArlington's Rosslyn Pit Stop for #1 in the region. With in-kind donations of doughnuts and coffee from Ballston's own Good Company Doughnuts & Café, a dozen tabling partners, volunteers from the local community, wake-up music from our DJ, and visits from Arlington County Board member Maureen Coffey and the Escuela Key Elementary School Bicibus (bike train), the Ballston Pit Stop delivered a festive atmosphere from start to finish.

SPONSORS: Piedmont Office Realty Trust Riveron Good Company Doughnuts & Café CO-HOST: **Trek Bicycle Arlington Ballston** TABLING PARTNERS: Arlington Families for Safe Streets Arlington Public Library/Central Library Arlington's Car-Free Diet Ballston Business Improvement District Friends of the W&OD Trail Gold's Gym Ballston National Multiple Sclerosis Society/Bike MS **Onelife Fitness - Ballston** PR Run + Walk Sustainable Mobility for Arlington County The Nature Conservancy Washington Area Bicyclist Association GUESTS: Maureen Coffey, Arlington County Board Member Arlington County Police Department Community Engagement Team

Arlington Langston Blvd: There were 77 registrants for the event's pit stop.

Arlington National Landing: There were 361 registrants for the event's pit stop.

**Arlington Rosslyn:** Conveniently located at the crossroads of the Mount Vernon Trail and Custis Trail, BikeArlington's Rosslyn/Gateway Park Pit Stop never fails to attract legions of bike commuters, from first-timers to veterans who've amassed T-shirts from every Bike to Work Day to date! This year was no exception, with Rosslyn's 579 registered riders tying BikeArlington's other Orange Line corridor Pit Stop at Ballston for highest number in the region. Thanks to support from the Rosslyn Business Improvement District, Gateway Park was transformed into a bike commuter's oasis from 7:00-9:00 a.m. on May 17, with an array of refreshments including McDonald's/McD Mateos' bountiful breakfast burritos and coffee, Good Company's decadent doughnuts, and HealthPub's fresh juices. The Rosslyn Pit Stop also featured bike checks from Trek Bicycle Arlington Clarendon and tabling partners offering information and services to all comers. With enthusiastic support from volunteers, County partners and Arlington County Police's Community Engagement Team and appearances by Arlington County Board members Maureen Coffey and Susan Cunningham, the Rosslyn Pit Stop was operating at "full-service" all morning! SPONSORS:

Piedmont Office Realty Trust

Riveron

McD Mateos / McDonald's

Good Company Doughnuts & Café

CO-HOST:

Rosslyn Business Improvement District

TABLING PARTNERS:

Arlington County Department of Parks and Recreation

**Arlington Trails** 

Arlington's Car-Free Diet

**BASH Boxing** 

Bellringer

Friends of the Mount Vernon Trail

HealthPub

Kasper's Cargos-Bicycle Copilots Program

Mom's Organic Market

National Multiple Sclerosis Society/Bike MS

Northern Virginia Transportation Authority

Orange Theory Fitness Rosslyn

Potomac Pedalers Bike Club

Riveron

Sustainable Mobility for Arlington County

The Bikelawyer.com

Trek Bicycle Arlington Clarendon

Washington Area Bicyclist Association

GUESTS:

Maureen Coffey, Arlington County Board Member

Susan Cunningham, Arlington County Board Member Arlington County Police Department Community Engagement Team

Arlington Shirlington: After setting up on the north side of Arlington Mill Drive and the Four Mile Run Trail and operating in the afternoon for the past few years, the Shirlington Pit Stop returned to the Village at Shirlington and morning operations in 2024. The move was well-received, with more than 200 riders registered for this BikeArlington Pit Stop, tucked away in the friendly confines of Shirlington Plaza. From 7:00-9:00 a.m., riders visited tabling partners, including the Shirlington Branch of Arlington Public Library and multiple Arlington-based non-profit organizations, availed themselves of courtesy bike checks from Conte's Bike Shop, enjoyed Astro's signature doughnuts and hot coffee, and lingered to mingle with fellow riders before pedaling off to start their day. SPONSORS: **Piedmont Office Realty Trust** Riveron Astro Doughnuts CO-HOST Astro Doughnuts / The Village at Shirlington TABLING PARTNERS: Animal Welfare League of Arlington Arlington Food Assistance Center Arlington Public Library/Shirlington Branch Arlington's Car-Free Diet Conte's Bike Shop **EcoAction Arlington** 

**Bethesda:** There were 426 registrants in downtown Bethesda. Officials from Montgomery County presented a proclamation from County Executive Marc Elrich. Maryland State Delegate Marc Korman served as pit stop Emcee. Montgomery County Councilman Andrew Friedson spoke at the pit stop.

Maryland Department of Transportation Chief of Environment and Sustainable Transportation Deron Lovaas also attended the event. Bethesda Transportation Management District Advisory Committee Members volunteered at the event.

There were many breakfast and beverage options, including bagels donated by Bethesda Bagels, gluten-free pastries from The Red Bandana Bakery, parfaits and coffee courtesy of Silver restaurant, Just Tea from Eat The Change and water from Drink More Water. Bethesda Transportation Solutions purchased bananas, apples, fruit snacks, bars and cookies for the cyclists. Bethesda Transportation Solutions gave the Bethesda Bicycle Commuter Spirit "Golden Pedal" Award to bicycle commuter and Bethesda employee Alex Duarte. A custom-made trophy was presented to Mr. Duarte, who just started bike commuting a few months ago and has encouraged all of his coworkers at ASHP to try bicycling for their commutes.

There was a free raffle during the event with prizes purchased and donated by local businesses. Bethesda's Griffin Cycle donated a bike that was raffled off at the end of the Bethesda pit stop event. Bethesda's Terrapin Bicycles also donated a bike for the regional bike raffle, selected from all Bike to Work Day registrants.

Bethesda had 21 sponsors, who donated great prizes, food and beverages, or had a table at the downtown Bethesda pit stop, including (listed alphabetically):

Barre3 Bethesda BellRinger Bethesda Bagels Bethesda Bike and Ski Cheltenham Interiors Drink More Water Eat the Change – Just Tea **Fully Promoted** Griffin Cycle Montgomery County Department of Transportation – Ride On Montgomery Planning Pedego Electric Bikes Pitango Gelato **Potomac Pedalers** Silver - New American Brasserie **Terrapin Bicycles** The Barrett - Chevy Chase Lake The Coalition for the Capital Crescent Trail The Red Bandana Bakery The St. James WABA

**Bladensburg Waterfront Park:** The event was held at the Waterfront Park from 7am to 9am. There were 53 registrants for the pit stop.

**Bowie City Hall:** There were 41 registrants for the event's pit stop.

Briggs Chaney Park & Ride Mobile Commuter Store: There were 20 registrants for the pit stop.

Brookland Turkey Thicket: There were 150 registrants for the event's pit stop.

**Brunswick MARC Station:** Brunswick's BTWD '24 was fun and full of relationship building! We had a gentleman that wants to open a bike shop in Brunswick attend and he was able to get a lot of support through the bikers that stopped by the tent.

Our sign-up had 40 people! This is a new record for Brunswick. However, only 17 showed up but we were very happy they did. 17 is approximately what we had the first year we were a pit stop.

Since we didn't have a bike shop to help us with out goody bags, the Main Street Program Manager and the City provided bike key chains that are also bottle openers, a Brunswick wallet for the back of a cell phone, Brunswick chapstick, and a Nutri grain bar along with their t-shirt.

Burke: There were 38 registrants for the event's pit stop.

**Capitol Hill Eastern Market:** The event was held at the Eastern Market Metro Plaza from 7am to 9am. There were 315 registrants for the pit stop.

**Capitol Hill at House Office Buildings:** The event was held at First Street SW and Maryland Ave SW from 7 - 10 am. There were more than 100 cyclists who stopped by to enjoy volunteer-provided snacks and water. Many of the cyclists worked on Capitol Hill and others stopped by on their way to other federal agencies and workplaces nearby.

**Capitol Riverfront:** This year's Bike to Work Day pit stop at Canal Park (200 M St SE) saw over 100 bikers joining in. They kicked off their morning with a blend of fun and fitness, enjoying free health and wellness resources from local DC fitness providers, giveaways, bike tune-ups courtesy of Conte's Bike Shop, and breakfast snacks and drinks provided by Silver Diner and Courtyard Capitol Hill/Navy Yard.

Cathedral Heights: The event was held from 7am to 9am. There were 127 registrants.

**Centreville/Clifton:** The event was held from 6:30am to 9am. There were 15 registrants for the pit stop.

**Chantilly Library:** The event was held at the Chantilly Regional Library from 6:30am to 9am. There were 40 registrants for the pit stop.

**Chantilly Sully:** The event was held from 6:30 am to 9:30am. There were 22 registrants for the pit stop.

**Coast Guard Headquarters:** The event was held at US Coast Guard Headquarters from 6am to 9am. There were 39 registrants for the pit stop.

**College Park City Hall:** The City of College Park hosted its morning pit stop at City Hall Plaza from 6:30 to 8:30 am. There were 121 registrants.

**Columbia Heights Plaza:** The gray, cloudy, cool day did not deter cyclists from attending the festivities in Columbia Heights Plaza, but the sprinkles of rain after 5pm scattered the many participants who had gathered during the rest of the event.

104 (including 19 previously signed up at other Pit-stops) intrepid riders visited, obtained their Tshirts and snacks and water, patronized the DC Libraries Bike Book-mobile, schmoozed with WABA staff Matthew and Sarah and DC Councilwoman Brianne Nadeau and ANC reps Jeremy and Steven, and represented the DC Bicycling Community! 232 had signed up prior to the event, which grew to 260 in total from electronic on-site new sign-ups.

Thanks to our indefatigable volunteers: Jennifer, Joshlin, Katie, Lori, Nicole, Shandy, and John; Jo Percell of DC Public Libraries; and John Groth and Joey from Lou's City Bar, who sponsored the Happy Hour during and subsequent to the event! We appreciated Giant Food, who supplied the bananas, oranges, and apples, and the Mount Pleasant Library (Bobbie Dougherty) who provided tables! Once again, The Adams Morgan Pit-stop dropped by their extra T-shirts, which assisted our distribution in depleted sizes.

**Crystal City/National Landing:** With over 300 registrants, the Bike to Work Day Pit Stop in Crystal City/National Landing was filled with energy. Conte's Bike Shop offered bike safety checks, a raffle for National Landing branded bike jerseys and backpacks, and a smoothie food truck, all with a DJ providing the tunes for a festive vibe. Looking forward to surpassing to building on this success for 2024!

**Dumfries:** The event was held at the Dumfries Town Hall from 7:30am to 9:30am. There were 12 registrants for the pit stop.

**Dupont Circle:** Dupont Circle's pit stop at the American Geophysical Union (AGU) enjoyed its 4th year at this location! We had a great turnout, including 160 registered participants and a number of ride-by stop-ins. Staff and visitors at the stop included volunteers from AGU, DC ANC Commissioner Zach Adams (Dupont Circle 2B08), WABA Trail Ranger Operations Manager Ezra Hollander, and two pros from local bike shop and community hub Conte's Bike Shop. Once again, we feasted on delicious bagels courtesy of Call Your Mother Deli (from the Logan Circle and Connecticut Avenue locations). This year we had some exciting door prizes to raffle off: assorted totes and zipper bags made out of last year's BIke to Work Day banner from this pit stop, made by Mile High Workshop in Denver, Colorado (https://www.milehighworkshop.org), which offers an employment and job training program for those facing barriers to work.

**Edgewood at Metrobar:** The event was held from 4pm to 8pm. There were 130 registrants for the pit stop.

Fairfax City Old Town Square: There were 124 registrants for the event's pit stop.

**Fairfax Government Center:** The event was held at the Fairfax County Government Center from 6:30am to 9am. There were 72 registrants for the pit stop.

**Fair Lakes:** The event was held Fair Lakes Center from 6am to 9am. There were 55 registrants for the pit stop

**Fairlington Center:** The event was held at Fairlington Center in front of Great Harvest Bread from 6:30am to 9:00am. There were 52 registrants.

Falls Church: The event was held from 6:30am to 9am. There were 174 registrants.

Falls Church Culmore: There were 29 registrants for the event's pit stop.

Fort Belvoir: There were 37 registrants for the event's pit stop.

Franklin Park: The event was held from 7am to 9am. There were 267 registrants.

**Frederick:** The pit stop at the Transit Center in Downtown Frederick with 203 participants registered for the event.

- Over 200 participants registered
- Local elected officials participated, including City of Frederick Mayor Michael O'Connor, County Executive Jessica Fitzwater, and Alderman Kelly Russell.
- There were 25+ participants from the City of Frederick and Frederick County Government Divisions.
- Group participation of 7+ participants from: Frederick Health, Fort Detrick, and Thermo Fisher.
- Vendors included: Frederick County Office of Communications and Public Engagement, Frederick County Government Divisions: Energy & Environment, Volunteer Fire & Rescue, Parks & Recreation, and the Sheriffs Office, Charm City Run Frederick, Frederick Health, Visit Frederick, Key 103, Bike Doctor Frederick, The Bicycle Escape, The City of Frederick Departments: Housing and Human Services and Sustainability, and The Common Market.

**Friendship Heights:** The 2024 Friendship Heights pit stop was again hosted by The Shops at Wisconsin Place, at the corner of Wisconsin Ave. & Western Ave. in Chevy Chase and ran from 6:30 – 9:00 AM. There were 189 riders at final registration. A total of 88 of the pre-registered attended plus 25 walk-ups.

As in previous years, there were two new bike winners. This year, the bikes were from Griffin Cycle, Inc. in Bethesda. One winner had to be present to win, the other was selected in a second drawing from assigned numbers listed on the registration.

VIP guests included Montgomery Council President Andrew Friedson, Town of Somerset Mayor Jeffrey Slavin, and MCDOT Deputy Director Haley Peckett.

Pit stop exhibitors and raffle donors included:

 $\cdot$  All-In-One Entertainment – DJ and music

- · Amazon Fresh
- $\cdot$  The Avalon Theater
- $\cdot$  Craft Beer & Wine
- · Crunch Fitness
- · Drink More Water
- · Friendship Heights Alliance
- · Happy Go Bikes Bike station tune ups
- · GEICO
- · Junction Café
- $\cdot$  LRM
- · Montgomery County Ride On
- $\cdot$  Potbelly Sandwich Shop
- · Pure Barre
- · Roti
- $\cdot$  Starbucks
- · Washington Eye Physicians & Surgeons
- · Wisconsin Place Recreation and Community Center

**Gaithersburg Kentlands:** The event was held on the corner of Great Seneca Highway and Orchard Ridge Drive from 7am to 9am. There were 155 registrants for the pit stop.

**Gaithersburg Old Towne:** The event was held in Old Towne, Gaithersburg from 4pm to 6pm. There were 55 registrants for the pit stop.

**Georgetown – Meigs Park and Waterfront Park (DC):** The Georgetown Business Improvement District hosted the pit stop again this year in the Georgetown Waterfront Park with 430 participants registered. This is about 100 registrants lower than usual. We're not certain if this is due to more folks working from home or our later than usual start in promoting due to delay in receiving permit for the event (we're not able to promote until we get greenlight from permitting office). Nonetheless, it was a great and steady turnout of cyclists who showed up and supported our pit stop! Our stop was sponsored by donations from area businesses and partnering organizations, including:

- Unwind chair massage station
- Bellringer BTWD-themed giveaways and info about their bike ride to end cancer

- South Block wellness juice shots
- Grace Street Roasters coffee
- Coalition for Capital Crescent Trail giveaways and information
- Georgetown Cupcake 250 cupcakes
- Embassy of Switzerland small giveaways, apple strudel and Nespresso coffee
- WABA info and membership
- DC Water water and their mascot
- Gold's Gym raffle, energy snacks, recovery area with mats for stretching and massage gun
- Trek bike tune ups

Germantown at Blackrock: There were 79 registrants for the event's pit stop.

**Golden Triangle – Farragut Square:** The event was held at Farragut Square from 7am to 9am. There were 133 registrants for the pit stop.

**Golden Triangle – L Street (DC):** The event was held on the corner of 19<sup>th</sup> and L Streets NW from 7:30am to 9am. There were 78 registrants for the pit stop.

**Greenbelt:** Bike to Work Day 2024 was Greenbelt's 12th year. A committee of three City of Greenbelt employees organized the event in the Aquatic & Fitness Center parking lot. There were 139 bikers registered with 100 passing through.

Laurie Lemieux led 9 bikers on a convoy to downtown Washington DC and Jeff Lemieux led 18 bikers on a convoy to NASA in Greenbelt.

Greenbelt Mayor and four Council Members were present along with the Greenbelt Police bike patrol.

Our sponsors:

o Anacostia Trails Heritage Area provided funding for breakfast snacks.

o Greenbelt COOP Supermarket & Pharmacy provided Kind Bars and free coffee coupons.

o McCarl Dental Group provided toothbrushes and coupons.

o Proteus Bicycle mechanics conducted maintenance and safety checks.

o Greenbelt Sunoco sponsored coffee to bikers stopping at their shop.

o Greenbelt Cinema provided coupons and stickers, and a raffle prize.

o Jersey Mike's Subs provided free sub coupons.

o CCI Health provided key chains and were at the event with giveaways and resources.

o Cirkul was present at the event and distributed water bottles with flavor infused filters.

o Amy Rappole led Stretching with Your Bicycle just prior to the DC convoy departure.

o M-NCPPC Disability Services Prince George's County was present with their Therapeutic Recreation in Motion (TRIM) trailer with kick bikes to promote inclusivity.

o WABA was present with advocacy and membership information.

**Herndon Innovation Center:** The event was held from 6:30am to 9am. There were 44 registrants for the pit stop.

**Herndon Town Hall Green:** Herndon Parks and Recreation Department staff planned and executed this year's pitstop Riders gratefully grabbed water, fruits, and a variety of snacks provided by Wegmans. Riders also got to indulge in freshly made bread from Great Harvest Bread Co. All riders were very excited to get their T-shirts this year! We opened at our new time at 6:00am but it picked up mostly between 8am – 9am. We also had coffee and bike tech provided by Green Lizard Cycling. Other vendors who came out were NOVA Parks, Reston Bike Club, and Dulles Area Transportation Association. We had over 300 riders who were grateful to be a part of Bike to Work Day 2024!

**Hyattsville Driskell Park:** The event was held at Driskell Park from 6:30am to 8:30am. There were 133 registrants for the pit stop.

#### Indian Head:

We had over 100 attend the event with freebies and give aways, also we had Trek of Waldorf bike shop set up a free tune up station, the Tri-County Councils mobile career center came and help those who needed resume updates or job placement. We had badminton and corn hole games available for all. Received a Proclamation from the Charles County Commissioners and an Official Citation from the Maryland General Assembly.

Ivy City/Bicycle Space: There were 36 registrants for the event's pit stop.

Kelly Leadership Center: The event was held from 6am to 9:30am. There were 21 registrants.

**Largo:** The Prince George's County Department of Public Works & Transportation in partnership with the M-NCPPC Department of Parks and Recreation, Prince George's County and the Prince George's County Bike and Pedestrian Safety Community Advisory Group co-hosted a <u>Bike to Work Day</u> Pit Stop at the Largo/Kettering/Perrywood Community Center in Upper Marlboro, MD on May 17, 2024. Capital Bikeshare, DPW&T, Vision Zero Prince George's and the Be Seen, Be Alert, Be Safe Campaign were proud Bronze Sponsors of Bike to Work Day 2024!

The event was a great success! There were 97 cyclists that registered in advance for the Bike to Work Day pit stop and 56 that signed up onsite. Additionally, students, teachers and the guidance counselor from the adjacent Perrywood Elementary School stopped by to support Bike to Work Day; obtain pedestrian and bicycle safety information and giveaways from vendors; and to tour Prince George's County's Zero Emissions TheBus.

DPW&T's Bicycle and Pedestrian Program Manager, Tiffany Jennings, who served as Bike to Work Day Pit Stop Manager along with Tedd Russell, Co-Pit Stop Manager from M- NCPPC welcomed the cyclists and all in attendance to Bike to Work Day. Greetings and Remarks were provided to the cyclists, partners and supporters from across Prince George's County, Maryland and around the Region by Oluseyi Olugbenle and Stacey Smalls, Deputy Directors of DPW&T; Bill Tyler, Director of M-NCPPC Department of Parks and Recreation; Joe McAndrew, Assistant Secretary, Maryland Department of Transportation; Wala Blegay, Prince George's County Councilmember, District 6; Kenniss Henry, Founder of the Ride for Natasha and Bicycle Safety Advocate; and Benjamin Gate, Professional Cellist and Pedestrian Safety Advocate who provided remarks and performed two outstanding musical selections on his cello.

During the Bike to Work Day event, cyclists took part in demonstrations on how to load and unload their bicycles on the bike rack located on the front of TheBus. Cyclists participated in free rides using Capital Bikeshare eBikes. Additionally, cyclists were provided information and giveaways from representatives of agencies, organizations, and clubs who attended and supported the 2024 Bike to Work Day.

Bike to Work Day at the Largo/Kettering/Perrywood Community Center Pit Stop was Outstanding and we look forward to hosting Bike to Work Day again in 2025!!

#### 2024 Bike to Work Day Partners and Supporters

- Prince George's County Department of Public Works & Transportation
- M-NCPPC Department of Parks and Recreation, Prince George's County
- Prince George's County Bicycle and Pedestrian Safety Community Advisory Group
- Largo/Kettering/Perrywood Community Center, M-NCPPC
- Prince George's County Executive's Office
- Prince George's County Council
- Prince George's County Department of Public Works & Transportation
- Prince George's County Police Department
- Prince George's County Fire Department
- Prince George's County Department of the Environment
- Prince George's County Office of Community Relations
- Prince George's County Office of Central Services
- Prince George's County Department of Permitting, Inspection and Enforcement
- TheBus
- RideSmart
- Maryland National Capital Park and Planning Commission
- MNCPPC Park Police
- M-NCPPC Park Rangers
- Perrywood Elementary School
- WABA
- MWCOG
- Commuter Connections

- Maryland Highway Safety Office
- Maryland Department of Transportation
- Kenniss Henry, Founder of the Ride for Natasha and Bicycle Safety Advocate
- Benjamin Gate, Professional Cellist and Pedestrian Safety Advocate
- The Capital Market 20743
- Bowie Metro Alumni Chapter's Bowie Bike Tour Organizer, Bowie State University National Alumni Association
- Black Nurses of Southern Maryland
- Jafe Cycling
- PGCTV

#### **Cycling Clubs**

- M-NCPPC Senior Cycling Club
- DMV Cycling Alliance
- Artemis
- Push'N Pedals Cycling Club
- Caribbean Riders
- Getting It In Cycling
- Diva Cycling Inc.
- Phase Cycling
- Each One, Reach One

**Leesburg:** After several rainy days in Leesburg, the weather was pleasant and clear for Bike to Work Day 2024. A team from Loudoun County Transit and Commuter Services distributed orange T-shirts and giveaways to 149 Bike to Work Day participants between 6:30 and 9:00 a.m. at Raflo Park.

Refreshments provided by Loudoun County included bananas, pre-packaged snacks, and cold beverages. Local sponsor Leesburg Diner added to the spread with bags of granola, fresh blueberry muffins and coffee.

A Loudoun County Transit bus was staged at the pit stop to demonstrate how to load a bicycle onto a bus bike rack. Maverick Bikes of Leesburg supported participants with simple repairs and bike adjustments. Representatives from the Loudoun County Combined Fire and Rescue System hosted an information table. Staff from VDOT dropped by and added to the assortment of available swag.

Bike to Work Day was publicized to employers, the Loudoun Chamber and community at large with a banner, posters, rack cards, a news release, and social media posts. Registration information was shared with local bike shops and distributed during outreach events in late April and early May. The event was also publicized through the employer outreach newsletter. Staff from Loudoun County Public Affairs and Communication captured still photos and video footage which will help promote the 2025 event.

Logan Circle: There were 66 registrants for the event's pit stop.

**Lorton:** The event was held 3pm - 7pm at the Workhouse Arts Center in Lorton, VA. There were 17 registered and 20 attended.

Manassas VRE: There were 69 registrants for the event's pit stop.

**Manassas Park VRE:** The Manassas Park pitstop had 21 visitors at the VRE station where we were set up. VRE and the Prince William Department of Transportation sent out people and swag to give out. We had School Board Member Stacy Seiberling stop by on her bike. It was a great event!

Manassas GMU: There were 38 registrants for the event's pit stop.

McLean – MITRE: The event was held from 6:30am to 9am. There were 122 registrants.

**Merrifield - Mosaic:** The Mosaic Bike to Work Day Pit Stop featured 16 partners who provided activities, food and drinks, giveaways, and raffle items. We engaged with more than 350 people at Strawberry Park, with the goal of celebrating new and current bicyclists and informing more people in the community about bicycling and active transportation. We leveraged 2024's Bike to Work Day color to create an 80s/90s retro theme for the pit stop with themed photo ops, candy, giveaways, and more. Caboose Commons kept the party going with an exclusive Bike to Work Day happy hour for participants until 9:00 PM. Overall, we saw increases across the board in marketing metrics, registration, first-time registration, attendance, and partner engagement. Stats:

Final Registration: 102 – note this is total but likely includes a couple of duplicate registrations (12% increase from 2023)

First Time Registrants: 38 (22.6% increase from 2023)

Final Attendance: Engaged a whopping 364 individuals despite the rain! (106.8% increase from 2023)

Final Partner List: 16 DJ Lady B Alta Strada Jinya SweatHouz Inova Bash Just Ice Tea Lather NOVA Cycleworks Tiny Dancers Mom and Pops OVME Lather Pupatella Bartaco Caboose Brewing

**Mt. Rainier:** The Mount Rainier Green Team and Mt. Rainier Bicycle Co-op hosted a BtWD pit stop for the fourth year in a row. The pit stop is located at the Mt. Rainier Bicycle Co-op at 36<sup>th</sup> St. and Bunker Hill Rd. and is staffed by volunteers from the Co-op, the Green Team, and the community. In 2024, we had approximately 30 people stop by to pick up their shirts and enjoy snacks.

**Mt. Vernon – Belle View (VA):** The event was held at Mount Vernon Rec Center from 6:30am to 9:00am. There were 44 registrants for the pit stop.

**Mt. Vernon:** The event was held at VIDA Fitness from 6:30am to 9:00am. There were 102 registrants for the pit stop.

**Naval Support Activity**: The event was held from 6am to 9am. There were 101 registrants for the pit stop.

National Geographic Society: The event was held from 8am to 10am. There were 148 registrants.

**Newington:** The event was held at South and C Streets SE from 6:30am to 9am. There were 24 registrants for the pit stop.

**NIH:** The event was held from 7am to 9:30am. There were 268 registrants.

**NOMA:** The event was held at Wunder Garten from 7:30am to 9:30am. There were 401 registrants for the pit stop.

**North Bethesda:** On Bike to Work Day, the North Bethesda Pit Stop and the North Bethesda TMD staff eagerly welcomed cyclists and participants at our location at Pike & Rose. The pit stop was located in the parking lot next to Bark Social and behind Pinstripes. 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, giveaways, and information provided by our great sponsors who attended – Bender JCC of Greater Washington, Bethesda Green, Call Your Mother Deli, Montgomery County Ride On, Office of Home Energy Programs, Onelife Fitness, Pike District, Pike

District Partnership, REI, Strathmore/AMP by Strathmore, and WABA. Additional giveaways were generously donated by Central Farm Markets and Just Ice Tea. A very special thank you to our host, Pike & Rose, for all the support!

Prizes, drawings, and "sponsor spotlights" were made every 15 minutes and music was provided throughout the event. Cyclists participated in various fun contests as well. Techs from REI performed checks on participants' bicycles.

Montgomery County Council Vice President Kate Stewart brought greetings from the Montgomery County council. She also spoke about the importance of bicycling in Montgomery County. The grand prize was a bicycle, from REI. Council Vice President Stewart and REI staff helped with the drawing and congratulated the lucky winner. A second bicycle, also from REI, was awarded to another lucky winner after the event. Another successful year was enjoyed at the North Bethesda at Pike & Rose pit stop!

**Oakton:** The event was held at the Oak Mar RECenter from 6:30am to 9:00am. There were 24 registrants for the pit stop.

**Old City Market and Oven:** The event was held on the corner of 6<sup>th</sup> and K Streets NE from 7am to 9am. There were 105 registrants for the pit stop.

**Oxon Hill:** The pit stop was operated by the Prince George's County Planning Department of the Maryland-National Capital Park and Planning Commission. Michael Jackson, the pit stop manager was assisted by Leah Daniels, Evan Tenenbaum, Scott Rowe, and Thomas Burke. Deborah Topcik, Director of Marketing at National Harbor, provided promotional assistance prior to the event and was present to provide giveaways and information about National Harbor. Twenty-nine (29) people registered for our pit stop. Snacks, water, giveaways, and information were provided along with tee shirts.

We asked bicyclists to complete a survey regarding their bike commutes. Eighteen (18) surveys were completed and combined with the information received in the registration excel sheets we were able to glean interesting information about the participants and their bike rides.

There were 12 men and 6 women. Except for one person, all others were at least 50 years old or better. All except two attendees were biking to work. Seven (7) commutes were within Prince George's County, five (5) commutes were between the county and DC, and five (5) were between the county and Virginia. Two (2) commutes were from Charles County to DC and one (1) was from Charles County to Virginia. One (1) commute was from Alexandria to National Harbor. One commute was from Fairfax County to DC, another was from Alexandria to Falls Church and one from NE DC to Arlington. Possibly the last three registrants went out of their way when registering for the Oxon Hill/National Harbor pit stop.

The shortest one-way commute was 3.5 miles and took 12 minutes. Two 20-mile one-way commutes and one 41-mile commute were reported, all with 3-hour travel times. Where bikes were parked at worked varied as 7 bikes parked at bike racks, 1 bike in a bike locker, 7 bikes

brought into offices, and 1 bike parked in a building stairwell. Most survey respondents had no problems to report.

Penn Quarter: The event was held from 7am to 9am. There were 74 registrants.

**Port Towns at Edmonston:** The Town of Edmonston sponsored the Port Towns Bike Stop at Veteran's Park on Bike to Work Day. We operated the stop from 6 to 8 a.m. and 4 to 6 p.m. We had 26 participants registered for the site. Our Police Department bike unit participated from 4 to 6 p.m.

**Providence Community Center:** The event was held from 7am to 9am. There were 31 registrants for the pit stop.

**Purcellville:** There were 12 registrants for the event's pit stop.

**Reston:** The event was held at the Plaza from 6:30am to 9:30am. There were 303 registrants for the pit stop.

Riverdale Park Station: There were 42 registrants for the event's pit stop.

**Rockville:** The Bike To Work Day event at Rockville Town Center on May 17<sup>th</sup>, 2024, was a resounding success, filled with energy, enthusiasm, and community spirit. Participants arrived bright and early, ready to kick off the day with a sense of camaraderie. Upon arrival, they were greeted with official Bike To Work Day shirts, hand sanitizers, rain ponchos, and an array of other goodies as tokens of appreciation for their participation.

This year, we were thrilled to welcome several first-time vendors to the event, including Gold's Gym and the Best Western Hotel. Their presence added fresh excitement to the festivities. Returning vendors, such as Onelife Fitness, Montgomery County Transit, and Care Some Sustainability, also made their mark, contributing to a diverse and engaging experience for all attendees.

The event was further elevated by the attendance of several dignitaries, including Councilmember Sydney Katz, City of Rockville Mayor Monique Ashton, and Phil McLaughlin, General Manager, Division of Transit Services. Their presence underscored the importance of the event and added a special touch to the day.

Exciting raffles were held, with participants winning a variety of bike-related prizes like locks and pumps. The highlight of the raffle was the giveaway of two Trek bikes which were won by two lucky participants.

Dawson's Market played a crucial role in keeping everyone refreshed, generously providing coffee and water for all attendees. The atmosphere was further enlivened by the DJ, whose music provided the perfect backdrop for conversations and interactions among participants. Overall, the Rockville Town Center pit stop was a memorable event, offering participants the opportunity to engage with each other, explore the offerings of our vendors, and celebrate the joy of biking to work.

**Rockville Fallsgrove:** The Rockville-Fallsgrove 2024 Bike to Work Day pit stop enjoyed our second year at our new location at Thomas Farm Community Center, located in Fallsgrove Park and right on the Carl Henn Millennium Trail, in the heart of the Life Sciences Corridor. We got lucky with the weather for our early morning festivities and welcomed participants to join in the fun from 6:30-9:00 a.m. Many residents of the surrounding communities started their day with a short ride and stopped by on their way to work, or back home to start their day of teleworking. They came in waves throughout the morning, and included employees commuting to area businesses from as far away as Dupont Circle and Silver Spring. There were 222 registered and 136 in attendance. Casual bikers and cyclists, first-timers, and seasoned commuters --all gathered to celebrate one of their favorite activities and means of commuting, general travel, and exercise.

MCDOT Commuter Services and the City of Rockville co-sponsored the pit stop, as in years past and the MCDOT Greater Shady Grove TMD outreach team managed the event, with the help of great volunteers. Our DJ rocked the morning, while participants enjoyed yummy snacks and coffee from local businesses, picked up their Bike to Work Day t-shirts, towels, bicycle swag, and checked out the exhibitors with information, resources, and fun giveaways to share. Bike Center LTD performed bike safety checks and simple maintenance repairs, while County and City agencies hosted information tables, and OneLife Fitness trainers led multiple mini stretching sessions to get everyone in motion. Our emcees, including Gary Erenrich with MCDOT, engaged the crowd, introduced speakers, like State Delegate Lily Qi, and offered updates and information.

Our free raffle ran throughout the morning, and everyone had a chance to win really cool items from area businesses, while two lucky winners were selected in our random drawings for the beautiful Trek bikes, provided by MCDOT. There were big cheers all around and special thanks to our location host the City of Rockville's Thomas Farm Community Center --and for our volunteers, raffle donors, food sponsors and information exhibitors who contributed to making the event a great success. They included: MOM's Organic Market, Starbucks, Krispy Kreme, Bethesda Bagels, Dunkin' Doughnuts, Safeway, Harris Teeter, Costco, Drink More Water, Chick-fil-A, Nando's Per-Peri, Panera, Jersey Mike's, Verizon, Mama Lucia, Copper Canyon Grill, Yard House, Dick's Sporting Goods, MyEyeDr, Trader Joe's, Potomac Pizza, Restore Hyper Wellness, Dave & Buster's, All-In-One Entertainment, Sandy Spring Bank, Target, Bike Center LTD, BIRD Scooters, WABA, Rockville Bicycle Advocacy Committee, Visit Montgomery, MCDOT-Commuter Services, Capital Bikeshare, MCDOT-Division of Transit Services, Ride On, Montgomery County Department of Environmental Protection: Waste Reduction and Recycling Section, Police Department Community Engagement Division, and the City of Rockville Traffic and Transportation Division. **Rockville Twinbrook:** The team setup in front of 5625 Fishers Lane with a DJ as well as photo booth with props. Coffee was provided along with juice, and water as well as bagels, granola bars and fruit. Tables were setup to distribute t-shirts and maps as well. It was a lovely day and the JBG SMITH team enjoyed partnering with GI Property Management once again to host the event.

**Shaw:** The event was held from 7 – 9 AM and had 123 registered Bike to Work Day participants. Snacks were provided by Fehr & Peers and two amazing volunteers helped pass out t-shirts and goodies to attendees. The highlight was an elementary school group meeting at our pit stop and then riding into school together.

**Silver Spring:** The 2024 Bike to Work Day Silver Spring pit stop was held at Veterans Plaza, and 360 individuals registered online. 235 individuals attended the event to enjoy music, raffles, a BTWD t-shirt, and other giveaways.

MCDOT staff managed the Veterans Plaza pit stop. Foundry provided contractor support, securing donors, sponsors, and exhibitors. Two additional volunteers helped at the giveaway tables. The Silver Spring Urban District(SSUD) Program Manager helped with the event layout while the indispensable SSUD Clean and Safe Team was on hand bright and early to assist with set up and with break down at the end of the event.

Raffles, Exhibitors and Grand Prize Winners: Commuter Services purchased two bicycles from Silver Cycles for the raffle. This year's winners were Jordan Gerth and Akilah Futch .

Strong Business Participation and Support: We had a lot of donated raffle items and refreshments that provided prizes for multiple raffles throughout the morning. Breakfast treats include bagels, fruit, muffins, and coffee. Downtown Silver Spring businesses, merchants, and non-profits who supported the event included The Blairs, Chik-fil-A, Einstein Bagels, Giant, Nando's Peri-Peri, Nike, Lime, WABA, CCI Health, Dave and Busters, Silver Cycles, Whole Foods, and others. All in One Entertainment was the DJ again this year for the event. In addition, other County and City agencies hosted information tables, along with other exhibitors.

**Southwest Business Improvement District:** The event was held at the BID from 8am to 10am. There were 69 registrants for the pit stop.

**Springfield Metro:** The event was held at the Springfield Metro Park from 6:30am to 8:30am. There were 54 registrants for the pit stop.

**Springfield – South Run:** The event was held at the South Run RECenter from 6:30am to 9:00am. There were 42 registrants for the pit stop.

**Sterling:** More than 100 cyclists visited the Sterling Pit Stop between 6:30 and 9:00 a.m. on Bike to Work Day. The event was held outside of the Sterling Ruritan Club, adjacent to the W&OD Railroad Regional Park.

Tents were hosted by Loudoun County Transit and Commuter Services, Trek Bikes Leesburg, Bike Loudoun, and Loudoun Water. A representative of Virginia National Guard hosted a table and visited with participants. A Loudoun County Transit bus was staged nearby to demonstrate the ease of placing a bike on a bus.

Participants picked up orange T-shirts and chose from a variety of giveaways. Loudoun County provided coffee, sports beverages, bananas, and a selection of pre-packaged snacks. The Loudoun County Board of Supervisors was represented by Vice Chair Juli Briskman (Algonkian District) who read and presented a Proclamation for Bike to Work Day. One participant experienced a flat tire just steps away from the pit stop. She referred to the Trek team as "her heroes." After a quick repair she was on her way to work. Loudoun County publicized Bike to Work Day through a news release and social media posts (with video). A banner near the pit stop site helped alert the community prior to the event. Additionally, posters and rack cards were shared with employers and bike shops. A highlight video and photos captured during the event will help promote Bike to Work Day 2025.

**Takoma Park – Downtown/Old Takoma**: The event was held at Takoma Urban Park from 6:30am to 9am. Participants received bike safety swag, bicycle maps, T-Shirts and resources, and breakfast snacks. There were 122 registrants for the event and at least 73 registered riders stopped by the pit stop, an additional 17 unregistered ride-ups stopped by. We were also visited by 7 riders who registered at a different pit stop.

**Takoma Park – Sligo Creek Trail:** The Sligo Creek Pit stop held the event from 7:00am to 9:30am. Participants received bike safety swag, bicycle maps, T-Shirts and resources, and breakfast snacks. There were 57 registrants for the event and at least 62 riders stopped by the pit stop, approximately half were ride-ups.

**Takoma Park – Langley Crossroads:** The Takoma Langley Pit Spot held the event from 6:30am to 9am. Participants received bike safety swag, bicycle maps, T-Shirts and resources, and breakfast snacks. There were 5 registrants for the event, 2 riders stopped by the pit stop including 1 ride-up.

**The Wharf/Southwest Waterfront:** The event was a massive success—between 7am-9am, 110 cyclists visited our pit stop on the patio of our neighborhood Starbucks. During our morning pit stop we offered granola bars, bananas, bottled water, and Starbucks coffee. We also posted on social platforms including X (1, 2) and Instagram stories.

We were thrilled to once again host the Amidon-Bowen Elementary School "bike bus"—a growing collection of nearly 20 kids cycling together through SW on the way to school (photo attached). The VPRA also gave out granola bars with a QR code to the Long Bridge Project website that

educates cyclists on the bicycle-pedestrian bridge project between Arlington, VA and Washington, DC.

Tysons Corner: There were 51 registrants for the event's pit stop.

**University of Maryland:** The University of Maryland pit stop had a great turnout this year, with 74 registrants! BTWD 2024 fell on the last day of finals for the university, so the majority of participants were faculty/staff, but students who remained on campus visited our pit stop and had a great time! A big thank you to Jersey Mike's, the UMD Beekeeping Club, and Redshift sports for providing time, energy, and raffle items to help make our pit stop possible! Can't wait to see everyone next year!

**Vienna – Metro/Jim Scott Community Center:** The second Bike-to-Work Day at the Jim Scott Community Center near the Vienna Metro Station was a huge success with 31 registrants and more than 45 cyclists who showed up!

Several walkers came by, too! Supervisor Dalia Palchik and her daughter, Sivan welcomed cyclists to our tents where officers from the Fairfax County Police Department and staff from the transportation departments of Fairfax County and Virginia answered questions and provided tips on safer cycling. We were grateful for their presence. We replenished water bottles participants brought and had t-shirts, bike lights, maps, fruit, snacks, bags, handouts, blinkers for bikes and many other goodies provided by our lovely partners to give riders to make this memorable day even better! We thank Sun and Surf Bike Shop who brought equipment and a stand to repair bikes and REI who also brought some fun goodies to provide our attendees. Also, a big thank you to Seva Food Truck who provided some snacks for us to hand out. Lastly, thanks for Fairfax for Safe Streets for coming and sharing information with our community. As our location becomes better known in the biking community, we are certain the number of participants will grow next year! Looking forward to hosting our 3<sup>rd</sup> Bike to Work Day pitstop in 2025!

**Vienna**: The Town of Vienna's pit stop is located on the Town Green, adjacent to the W&OD Trail and Maple Avenue in the heart of Vienna. This year, we had a record breaking number of cyclists (227) stop by, pick up their T-shirt, and enjoy some coffee and snacks. Mayor Colbert and several Council members stopped by to say hello. This year's sponsors included: Caffe" Amouri, Friends of the W&OD, Contes Bikes, Trek Bikes Vienna, Bikes@Vienna, Caboose Tavern, and the Town of Vienna Bicycle Advisory Committee. It's a lot of fun, especially when the weather cooperates.

West End at ACoC: There were 62 registrants for the event's pit stop.

**West Springfield:** There were roughly 40 people who attended. This included students, employees, police officers, and the fire department. Everyone had a great time. Looking forward to the next one and sponsors are as well.

**Wheaton:** The 2024 Wheaton Marian Fryer Plaza pit stop was second year hosted at 2425 Reedie Dr. Wheaton, MD from 7:00 – 9:00 AM. There were 93 riders at final registration. A total of 85 of the pre-registered attended plus 17 walk-ups and Pre-register who did not show up 9.

As last year years, there were one new bike winner. This year, the bike was from Linda Mac, Silver Cycles. in Silver Spring. The winner was selected in a second drawing from assigned numbers listed on the registration.

VIP guests included Montgomery Council Member Fanni Gonzalez and Michael Paylor, Division Chief, Traffic Engineering & Operations.

Bike to Work Day Vendors:

- 1.- Dunking Donuts, General Manager Ken Shank
- 2.- Lourdes Bakery, Owner Lourdes
- 3.- Ana Arriaza, Planning Division
- 4.- Eli Glazier, Country Wide Planning & Policy Division (We Provide the table)
- 5.- Tyniah McDuffie, Green Bank (We provide the table)
- 6.- Duwan Morris, Planning Division Traffic Engineering Studies
- 7.- Althea Grey-McKenzie, Chair, NCAHM Steering Committee (We provide the table)
- 8.- Sidney Cooper, Marketing & Events Manager Wheaton Urban District
- 9.- Wendy Howard, Executive Director One Montgomery gree.org (We provide the table

White Oak/FDA: The Office of Facilities Engineering and Mission Support Services' (OFEMS) Logistics and Transportation Management Branch (LTMB) sponsored a Pit Stop from 7:30 a.m. to 9:30 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 2024 BTWD T-Shirt. The first bicyclist arrived around 7:14 a.m. and eventually had 47 bicyclists used the pit stop. The final number of registered bicyclists for the White Oak/FDA pit stop was 96. The day started off overcast and warm and a great time was had by all.

**Woodbridge Chinn Center:** The event was held at the Chinn Aquatics & Fitness Center from 6am to 9am. There were 37 registrants for the pit stop.

Woodbridge - Rippon VRE Station: There were 18 registrants for the event's pit stop.

**Woodbridge – Tackett's Mill:** The event was held from 6am to 9am. There were 9 registrants for the pit stop.

**Woodbridge VRE Station:** The event was held at the Woodbridge VRE station from 6:00am to 9:00am. There were 13 registrants for the pit stop.

### **EMPLOYER PARTICIPATION**

There were over 300 Employers that had 5 or more employees registered for the Bike to Work Day 2024 event:

The winner of the Employer Challenge for the free luncheon was the Food and Drug Administration (FDA).



Bike to Work Day 2024 Employer	# of Registrants
National Institutes of Health (NIH)	398
U.S. Department of State	206
Fairfax County	176
U.S. Department of Defense	176
University of Maryland	155

U.S. Environmental Protection Agency	148
Arlington County	142
U.S. Food and Drug Administration	141
District of Columbia Government	116
Montgomery County Government	113
U.S. Department of Justice	107
The World Bank	104
United States Army	103
U.S. Navy	102
City of Alexandria	89
The MITRE Corporation	88
Amazon	93
George Washington University	76
U.S. Department of Agriculture	74
Georgetown University	70
U.S. Patent and Trademark Office	67
U.S. Department of Energy	61
N/A	59
U.S. Coast Guard	57
U.S. Agency for International Development	53
Booz Allen Hamilton	49
DDOT	43
Capital One	42
National Oceanic and Atmospheric	10
Administration	42
George Mason University	41
Library of Congress	41
Deloitte	40
Northrop Grumman	40
US Government	38
NA	37
DC Public Schools	32
FCPS	32
Government	30
Leidos	30
American University	27
DCPS	27
Freddie Mac	27
USG	27
ICF	26

Architect Of The Capitol	25
Google	25
inova	25
Microsoft	25
AstraZeneca	24
NASA	24
None	24
Federal Reserve Board	23
USPS	23
DHS	22
WMATA	22
SAIC	21
Accenture	31
Fannie Mae	20
Lockheed Martin	20
City of Greenbelt	19
IMF	19
International Monetary Fund	19
Loudoun County Government	19
National Science Foundation	19
REI	19
US Senate	19
AARP	18
Student	18
Bloomberg Industry Group	17
National Institute of Health	17
CACI	16
Mastercard	16
National Institute of Standards and Technology	16
Peraton	16
Smithsonian Institution	16
Westat	16
Fort Detrick	15
GDIT	15
AECOM	14
Department of Homeland Security	14
Department of Veterans Affairs	14
FAA	14
HHS	14
Kaiser Permanente	14

Nist	14
Town of Herndon	14
US House of Representatives	14
Verizon	14
Arlington Public Schools	13
National Cancer Institute	13
National Park Service	13
Palantir	13
РТО	13
Smithsonian	13
U.S. Department of Education	13
U.S. Geological Survey	13
Unemployed	13
US Department of Transportation	13
USAF	13
Washington Area Bicyclist Association	13
City of Rockville	12
COMCAST	12
Department of Commerce	12
Department of transportation	12
Frederick County Government	12
General services administration	12
Inter-American Development Bank	12
Loudoun County	12
Loudoun County Public Schools	12
Washington Metropolitan Area Transit Authority	12
Department of the Treasury	11
Federal Energy Regulatory Commission	11
Foursquare ITP	11
Gallaudet University	11
Gonzaga College High School	11
ldb	11
Marriott International	11
Navy Federal Credit Union	11
PGCPS	11
RAND Corporation	11
The Washington Post	11
US Air Force	11
USDOT	11
Verisign	11
Jan San San San San San San San San San S	

Whiskey and Oyster	11
American College of Cardiology	 10
City of Frederick	10
City of Gaithersburg	10
Cornerstone Research	10
FEDERAL EMERGENCY MANAGEMENT AGENCY	10
Federal trade commission	10
Gsk	10
IBM	10
Institute for Defense Analyses	10
Irs	10
Marriott	10
M-NCPPC	10
Montgomery College	10
National Geographic Society	10
NPR	10
Oracle	10
Pan American Health Organization	10
Paradigm Companies	10
T-Mobile	10
US FDA	10
US Govt	10
World Resources Institute	10
WSP	10
Air Force	9
Arnold & Porter	9
Boeing	9
Department of Labor	9
Federal Communications Commission	9
Frederick Health	9
General Dynamics	9
Guidehouse	9
Medstar	9
Morgan Stanley	9
National Gallery of Art	9
NAVSEA	9
Peace Corps	9
Prince William County Schools	9
US Department of Labor	9
Us dot	9

VDOT	9
	0
Walter P Moore	9
Aurora Flight Sciences	8
British Embassy	8
CGI Federal	8
CVS	8
DC Public Library	8
EY	8
Ferc	8
Fibertek, Inc.	8
НОК	8
IFC	8
Jacobs	8
Kimley-Horn	8
Mathematica	8
РАНО	8
Prince William County	8
RTI International	8
SEC	8
The Catholic University of America	8
The Nature Conservancy	8
Thermo Fisher Scientific	8
US Department of the Treasury	8
US DOJ	8
Amtrak	7
Burke and Herbert Bank	7
CareFirst	7
Charles County Government	7
chemonics	7
Chemonics International	7
City of College Park	7
City of Falls Church	7
Dc gov	7
Department of Health and Human Services	7
Department of the Interior	7
Department of Treasury	7
FCC	7
FDIC	7
Federal Aviation Administration	7
Georgetown Day School	7

	7
IADB	7
Inova Health System Metropolitan Washington Council of	7
Governments	7
MPR Associates	7
National Endowment for Democracy	7
National Geographic	7
National League of Cities	7
NCI	7
NGA	7
office of management and budget	7
The Pew Charitable Trusts	7
Thermofisher Scientific	7
TSA	7
U.S. Department of Commerce	7
United States Air Force	7
United States Senate	7
US Department of Commerce	7
US Department of Education	7
Utility Systems	7
Wegmans	7
Williams & Connolly LLP	7
American Chemical Society	6
Arlington free clinic	6
BAE Systems	6
Carlyle Council	6
Children's National Hospital	6
CNA	6
Consultant	6
DC Council	6
DC Office of Planning	6
Defense Health Agency	6
EAB	6
Elite Documents	6
Federal Deposit Insurance Corporation	6
Federal Reserve Board of Governors	6
Federal Reserve	6
FEMA	6
FINRA	6
GAO	6

General Dynamics Information Technology	6
Gorove Slade	6
Gsa	6
Health and Human Services	6
HNTB	6
House of Representatives	6
Howard University	6
HUD	6
Indonesian Embassy	6
International Republican Institute	6
KPMG	6
Lcps	6
Loudoun County Public Library	6
Management Sciences for Health	6
Mantech	6
Medstar Washington Hospital Center	6
Meta	6
National Guard Bureau	6
National Public Radio	6
Noblis	6
Organization of American States	6
Panera Bread	6
Pentagon	6
Phoenix Bikes	6
shrm	6
Strathmore	6
STUDIOS Architecture	6
Surface transportation board	6
Target	6
Tri-County Council for Southern Maryland	6
U.S. House of Representatives	6
Urban Institute	6
Washington Post	6
Water Environment Federation	6
American Geophysical Union	5
American Society of Clinical Oncology	5
Apple	5
APTA	5
Association of American Medical Colleges	5
CBP	5

City of Takoma Park	5
Collins Aerospace	5
Congressional Budget Office	5
Consumer Financial Protection Bureau	5
Custom Ink	5
Daysi	5
DC Water	5
Department of Education	5
DHCD	5
DHHS	5
DLS	5
DOS	5
DuckRabbit Strategy	5
Embassy of Malaysia	5
Federal Highway Administration	5
Gold's Gym	5
Government Accountability Office	5
HJF	5
International Finance Corporation	5
JBG Smith	5
Johns Hopkins University	5
KCCT	5
LandDesign	5
MacroGenics	5
MedStar Health	5
Metropolitan Washington Airports Authority	5
MNCPPC	5
NASA GSFC	5
National Academies of Sciences	5
National Academy of Sciences	5
National Association of Broadcasters	5
National Democratic Institute	5
National Geospatial-Intelligence Agency	5
Naval research lab	5
naval sea systems command	5
NeighborWorks America	5
NeoNiche	5
Nuclear Regulatory Commission	5
Oceana	5
Office of Personnel Management	5
	-

OSSE	5
Palantir Technologies	5
PBS	5
Prince George's County Public Schools	5
Prince William County Government	5
Radio Free Asia	5
Rapid7	5
RMI	5
Rocky Mountain Institute	5
School	5
School Without Walls	5
Securities and Exchange Commission	5
Sensis Agency	5
Stirling Findley	5
The Brattle Group	5
Town of Edmonston	5
Town of Leesburg	5
Transportation Security Administration	5
Two Six Technologies	5
U.S. Department of Labor	5
U.S. Government	5
U.S. Nuclear Regulatory Commission	5
U.S. Treasury	5
United States Postal Service	5
UPS	5
US Dept of Transportation	5
USIP	5
VA	5
Vangard	5
Virginia Hospital Center	5
Virginia Spine Institute	5
Walmart	5
WBG	5
Wells + Associates	5
Whiskey and Taco	5
World Wildlife Fund	5
WSP USA	5

## **Earned and Social Media**

## Bike to Work Day 2024 Earned Media Placements

Bike to Worl	< Day 2024 Earned Media Report
Organization	URL
News Articles	
	https://www.washingtonpost.com/dc-md-va/2024/05/16/best-
Washington Post	<u>things-to-do-dc/</u>
	https://patch.com/virginia/reston/bike-work-day-include-reston-
Patch (Loudoun)	herndon-pit-stops
	https://patch.com/virginia/vienna/bike-work-day-2024-include-
Patch (Vienna)	stops-around-vienna
	https://patch.com/virginia/arlington-va/bike-work-day-includes-
Patch (Arlington)	arlington-pit-stops
	https://patch.com/virginia/fairfaxcity/bike-work-day-includes-fairfax-
Patch (Fairfax)	city-area-pit-stops
Datah (Malaan Tuaana)	https://patch.com/virginia/mclean/bike-work-day-include-mclean-
Patch (McLean, Tysons)	tysons-pit-stops
Gazette Leader	https://www.gazetteleader.com/arlington/news/regions-annual-bike- to-work-day-on-the-horizon-8709921
	https://www.thrillist.com/events/washington-dc/things-to-do-in-
Thrillist	washington-dc-this-weekend
TysonsToday	https://tysonstoday.com/event/bike-to-work-day-2024/
	https://www.tysonsreporter.com/2024/04/25/wod-trails-50th-
Tysons Reporter	anniversary-celebration-kicks-off-this-weekend-with-cleanup/
	https://princewilliamliving.com/get-ready-to-ride-bike-to-work-day-
Prince William living article 1	registration-is-now-open/
Prince William Living article	https://princewilliamliving.com/bike-to-work-day-
2	2024/#google_vignette
	https://patch.com/virginia/oldtownalexandria/bike-work-day-2024-
Patch	include-alexandria-stops
	https://www.alxnow.com/2024/05/09/pit-stops-and-free-giveaways-
ALXNow	<u>planned-for-bike-to-work-day-next-week-in-alexandria/</u>
	https://www.ffxnow.com/2024/05/03/bike-to-work-day-returns-to-d-
FFX Now	c-area-this-month-promising-a-workout-and-swag/

Hillrag	https://www.hillrag.com/events/register-for-bike-to-work-day/
The Georgetown Dish	https://www.thegeorgetowndish.com/articles/bike-work-day
	https://www.georgetowndc.com/news/registration-open-for-bike-to-
Georgetown DC	work-day/
	https://www.dcnewsnow.com/news/local-news/washington-dc/bike-
DC News Now	to-work-day-2024-how-to-register-more/
	https://www.rappnews.com/local-
	events/?_evDiscoveryPath=/event%2F2346436-bike-to-work-day-
Rappahannock News	2024
	https://www.insidenova.com/calendar/?_evDiscoveryPath=/event/23
Inside NoVa	46436-bike-to-work-day-2024
	https://www.yahoo.com/lifestyle/bike-day-2024-register-more-
Yahoo News	<u>181235644.html</u>
	https://northernvirginiamag.com/things-to-do/things-to-do-
	features/2024/05/16/change-up-your-commute-with-bike-to-work-
Northern Virginia Magazine	<u>day/</u>
	https://mocoshow.com/2024/05/11/annual-bike-to-work-day-takes-
MoCo Show	place-friday-may-17/
	https://www.georgetowndc.com/news/join-us-may-17-for-bike-to-
Georgetown BID	work-day/
	https://www.arlingtonva.us/Government/Programs/Office-of-
Arlington County	Sustainability-and-Environment/Earth-Day-Events
	https://climatepartners.org/events/get-ready-to-roll-bike-to-work-
DMV Climate Partners	day-2024-registration-is-now-open/
Bethesda Transit Solutions	https://www.bethesdatransit.org/bethesda/bike-work-day
	https://www.pwcva.gov/news/get-ready-ride-bike-work-day-
Prince William County	registration-now-open
	https://www.alexandriava.gov/news-tes/2024-05-13/participate-in-
City of Alexandria	bike-to-work-day-friday-may-17
Visit Washington DC	https://washington.org/event/bike-work-day
Downtown DC	https://www.downtowndc.org/event/bike-to-work-day-2024/
Dulles Moms	https://dullesmoms.com/event/bike-to-work-day/
Fairfax County	https://www.fairfaxcounty.gov/transportation/bike-work-day-2024
Greater Greater Washington	https://ggwash.org/search/4953cf3f412dec9754231bf2c8a304a0
Loudoun County Transit and	
Commuter Services	https://www.loudoun.gov/biketowork
	https://midcitydcnews.com/2024/05/01/register-for-bike-to-work-
MidCity DC	day-2/
WinCalendar	https://www.wincalendar.com/Bike-To-Work-Day

	https://www.mymcmedia.org/hundreds-pedal-away-friday-on-bike-
My MCM (1)	to-work-day/
	https://www.mymcmedia.org/5-things-to-know-today-may-17-in-
My MCM (2)	montgomery-county-3/
National Landing	https://nationallanding.org/do/bike-to-work-day
	https://events.visitmontgomery.com/event/brca-bike-to-work-day-
Visit Montgomery	pit-stop
City of Falls Church	https://www.fallschurchva.gov/CivicAlerts.aspx?AID=1399
	https://montgomerycomd.blogspot.com/2024/05/washington-
Montgomery County Blog	regions-annual-bike-to-work.html
City of Rockville	https://www.rockvillemd.gov/calendar.aspx?EID=11793
Popville (1)	https://www.popville.com/events/bike-to-work-day-9013/
	https://www.popville.com/2024/04/bike-to-work-day-is-may-17-
Popville (2)	here-are-the-dc-pit-stops/
Potomac Local News (1)	https://www.potomaclocal.com/tag/bike-to-work-day/
	https://www.potomaclocal.com/events/bike-to-work-day-2024-
Potomac local news (2)	<u>8488/</u>
	https://www.princegeorgescountymd.gov/departments-offices/news-
Prince George's County	events/news/bike-work-day
	https://thehillishome.com/2024/05/the-to-do-list-week-of-may-10-
The Hill is Home	2024/
	https://www.herndon-va.gov/departments/recreation/special-
Town of Herndon	events/bike-to-work-day
Potomac Local News	https://www.potomaclocal.com/author/laneranger/
	https://thezebra.org/2024/05/08/alx-commuters-gear-up-for-bike-to-
The Zebra	work-day-on-may-17/
	https://news.vt.edu/articles/2024/05/national-bike-to-work-day-
Virginia Tech	2024.html
A DI Nous Community Doot 1	https://www.arlnow.com/announcements/roll-out-for-arlingtons-
ARLNow Community Post 1	bike-to-work-day-celebration-on-friday-may-17-494/
ARLNow Community Post 2	https://www.arlnow.com/events/bike-to-work-day-2024-8501/
	https://www.sourceofthespring.com/silver-spring-
Source of the Spring	news/2823602/pedal-power-mcdot-sponsors-pit-stops-for-annual- bike-to-work-day/
	https://www.alxnow.com/2024/05/13/poll-how-often-do-you-bike-to-
ALXNow (2nd article)	work/
University of Maryland	https://calendar.umd.edu/bike-to-work-day-rides-pit-stops
Prince William County (2)	https://www.pwcva.gov/news/things-do-may-0
i mice witham County (2)	https://www.pwcva.gov/news/things-uo-may-v

	https://wtop.com/things-to-do-in-dc/2024/05/cirque-du-soleil-
WTOP	corteo/
	https://www.wusa9.com/article/news/local/bike-lanes-connecticut-
	avenue-bowser-ddot-dc-council/65-26bfc5b1-1bc6-4226-8254-
WUSA	<u>6c4b661f8ed5</u>
	https://www.google.com/url?sa=t&source=web&rct=j&opi=8997844
	9&url=https://www.arlnow.com/2024/05/17/morning-notes-
	3406/&ved=2ahUKEwjitunwkZWGAxXbFlkFHWJTDqU4FBDF9AEoAHo
ARL Now	ECAkQAQ&usg=AOvVaw3lvFl1TXw_O-3GaC-CwQLX
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Capital Gazette	https://www.capitalgazette.com/events/#!/details/BIKE-TO-WORK-
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Capitol Hill BID	https://capitolhillbid.org/do/bike-to-work-day-2024
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Central Fairfax Chamber of	https://www.cfcc.org/events/#!event/2024/5/17/bike-to-work-day-
Commerce	2024
City of College Park	https://www.collegeparkmd.gov/calendar.aspx?eid=7716
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	division/cycling-in-the-city/bike-to-work-day
City of Hyattsville	https://www.hyattsville.org/Calendar.aspx?EID=6981&month=5&yea
	<u>r=2024&amp;day=17&amp;calType=0</u>
DC Social Guide	https://www.dcsocialguide.com/?_evDiscoveryPath=%2Fevent%2F2
	350654-bike-to-work-day&touch=1712611369
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Downtown DC	https://www.downtowndc.org/event/bike-to-work-day-2024/
Dulles Moms	https://dullesmoms.com/event/bike-to-work-day/
Dupont Circle	https://dupontcirclebid.org/do/bike-to-work-day-1
Evvnt	https://evvnt.com/events/?_evDiscoveryPath=/event/2350688-bike-
	to-work-day
Fairfax City EDA	https://www.fairfaxva.gov/Home/Components/Calendar/Event/2056
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Fairfax County Times	
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Bicycling 🕮	
Free in DC Blog	https://twitter.com/FreeinDCBlog/status/1783613165068034242
Gaithersburg-Germantown	https://cca.ggchamber.org/EvtListing.aspx?dbid2=MDGAI&evtid=447
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Georgetown DC BID	https://www.georgetowndc.com/event/2024-05-17/
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Golden Triangle DC	https://goldentriangledc.com/event/bike-to-work-day/
Greater Greater	https://ggwash.org/calendar/event/93198/bike-to-work-day-2024-
Washington	<u>661017367d3555.93850418</u>
Greenbelt MD	https://www.greenbeltmd.gov/Home/Components/Calendar/Event/7
	<u>879/</u>
InsideNova	https://www.insidenova.com/calendar/?_evDiscoveryPath=%2Fevent
	%2F2346436-bike-to-work-day-2024&touch=1712334609
Keep Prince William	
Beautiful	https://kpwb.org/events/
Loudoun Chamber of	https://www.loudounchamber.org/events/bike-to-work-day-2024/
Commerce	
Loudoun County	https://www.loudoun.gov/biketowork
Maryland Cycling Events	https://www.bikeride.com/events/bike-to-work-day-2024/
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Mommy Poppins	https://mommypoppins.com/washington-dc-kids/event/events/bike-
	<u>to-work-day</u>
Montgomery Magazine	https://www.montgomerymag.com/events/#/details/brca-bike-to-
	work-day-pit-stop-/13382839/2024-05-17T07
National Landing	https://nationallanding.org/do/bike-to-work-day
NoMa BID	https://nomabid.org/community-events-calendar/page/5/
Patch - Arlington	https://patch.com/district-
	columbia/washingtondc/calendar/event/20240517/22fb663d-8906-
	4090-af12-bdd8511dbd20/bike-to-work-day
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Potomac Local	https://www.potomaclocal.com/events/bike-to-work-day-2024-
	<u>8488/</u>
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Prince William Chamber of	https://princewilliamchamberofcommerce.growthzoneapp.com/com
Commerce	munity-calendar/Details/bike-to-work-day-2024-
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Prince William Living	https://princewilliamliving.com/bike-to-work-day-2024/
Magazine	
Prince William, VA	https://www.pwcva.gov/events/bike-work-day-2024
Public Service Commission	https://dcpsc.org/Calendar/Bike-to-Work-Day-2024.aspx
District of Columbia	
Rosslyn BID	https://www.rosslynva.org/do/bike-to-work-day-2024

SWBID	https://swbid.org/event/bike-to-work-day/
The Bay Net	https://thebaynet.com/events-calendar/#/details/bike-to-work- day/13315040/2024-05-17T00
The Georgetowner	https://georgetowner.com/event/bike-to-work-day-2024/
Town of Herndon, VA	https://www.herndon-va.gov/departments/recreation/special- events/bike-to-work-day
Town of Leesburg	https://www.leesburgva.gov/Home/Components/Calendar/Event/36 146/5634?sortn=EName&npage=21&sortd=asc&toggle=allupcoming
Tysons Today	https://tysonstoday.com/calendar/action~agenda/page_offset~2/req uest_format~json/
Visit Fairfax, VA	https://www.fxva.com/event/bike-to-work-day/34572/
Visit Frederick, MD	https://www.visitfrederick.org/event/bike-to-work-day-2024/11535/
Washington Family, Reston	https://www.washingtonfamily.com/calendar/#/details/bike-to-work- day/13371233/2024-05-17T00
Washington Informer	https://www.washingtoninformer.com/calendar/#/details/bike-to- work-day/13348697/2024-05-17T08
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Washington Local DMV	https://www.dcnewsnow.com/community/calendar/#/details/nation al-bike-to-work-day/13337305/2024-05-17T00
Washington Parent	https://washingtonparent.com/events/#!/details/bike-to-work- day/13362608/2024-05-17T07
Social Posts	
LinkedIn - Frank Van Der Vleuten	https://www.linkedin.com/posts/fvleuten_today-is-global-bike-to- work-day-i-very-activity-7197212376750800896-akPN/
LinkedIn Pablo Bachelet	https://www.linkedin.com/posts/pablo-bachelet_today-was-bike-to- work-day-while-there-were-activity-7197394620501164032-oWbQ/
LinkedIn - Dana Rodriguez	https://www.linkedin.com/posts/dana-rodriguez-66577a113_bike-to- work-day-2024-in-georgetown-park-activity-7191471369434374144- 7mup/
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LinkedIn - Chirjeez Sawhney	https://www.linkedin.com/posts/goldsgymdcmetro_partnership- community-engagement-activity-7197240403299868672-
LinkedIn - Golds Gym (1)	k6z6?utm_source=share&utm_medium=member_desktop
LinkedIn - Douglas Kerr	https://www.linkedin.com/posts/douglas-kerr-826a6b12_btwd2023- biketowork-washingtondc-activity-7065335450659385344-HzPw/

	https://www.linkedin.com/posts/archstreetcommunications_biketow
	orkday-archstreetcommunications-ecofriendly-activity-
LinkedIn - Arch Street	7197279729241010176-
Communications	oyVb?utm_source=share&utm_medium=member_desktop
	https://www.linkedin.com/posts/archstreetcommunications_biketow
	orkday-archstreetcommunications-ecofriendly-activity-
LinkedIn - Arch Street	7197279729241010176-
Communications	oyVb?utm_source=share&utm_medium=member_desktop
Twitter - The Daily Rider	https://x.com/TheDailyRiderDC/status/1791424044970979337
Twitter - Fairfax County	
Government	https://x.com/fairfaxcounty/status/1790367769621340671
Twitter - Delegate Julie	
Palakovich Carr	https://x.com/palakovichcarr/status/1790029556696363475
Twitter - Dieta Cero Auto	https://x.com/DietaCeroAuto/status/1787568746799804801
	https://x.com/BikeToWorkDay/status/1787563761261252831/retwe
Twitter - Sarah Loftus	<u>ets</u>
	https://x.com/BikeToWorkDay/status/1787563761261252831/retwe
Twitter - WHS Transportation	<u>ets</u>
Twitter - Fairfax Alliance for	https://x.com/BikeToWorkDay/status/1787563761261252831/retwe
Better bicycling	<u>ets</u>
	https://x.com/BikeToWorkDay/status/1787563761261252831/retwe
Twitter - City of Greenbelt	<u>ets</u>
Twitter - Vice Chair Juli E.	https://x.com/BikeToWorkDay/status/1787563761261252831/retwe
Bricksman	<u>ets</u>
Twitter - @zwirnm	https://x.com/zwirnm/status/1788921269175366109
Twitter - Fairfax County	
Government	https://x.com/fairfaxcounty/status/1788661540578578451
Twitter - Fort Belvoir, VA	https://x.com/Fort_Belvoir/status/1786425492683337819
Twitter - Virginia Bicycling	
Federation	https://x.com/vabike/status/1793135898420297830
Twitter - Alexandria Sherriff	https://x.com/AlexVASheriff/status/1792607262537822282
Twitter - John Taylor	
Chapman	https://x.com/j_chapman99/status/1791539542970736867
Twitter - BlkeArlington	https://x.com/BikeArlington/status/1791502255738233095
Twitter - National Capital	
Region Transportation	
Planning Board	https://x.com/MWCOG/status/1791464643610767666/retweets
Twitter - Sarah for Alexandria	https://x.com/SarahforALX/status/1791106376766283971

Twitter - Alexandria	
Transportation &	https://x.com/search?q=Bike%20to%20work%20day%20Alexandria&
Environmental Services	src=typed_query&f=live
Twitter - Alexandria	
Transportation &	
Environmental Services (2)	https://x.com/AlexandriaVATES/status/1790109842599809326
Twitter - Alexandria	
Transportation &	
Environmental Services (3)	https://x.com/AlexandriaVATES/status/1788905600358727828
Twitter - WHS Transportation	https://x.com/WHS_Transport/status/1788616938676949170
Twitter - ALXNow	https://x.com/AlexandriaNow/status/1788584122123727356
Twitter - WHS Transportation	
(2)	https://x.com/WHS_Transport/status/1778762352952754381
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791562292267495568
Twitter - Ride66Express	https://x.com/ride66express/status/1791483530423173556
Twitter - City of Fairfax CUE	https://x.com/CityofFFXCUE/status/1791421252189466695
Twitter - Fairfax Alliance for	https://x.com/search?q=Bike%20to%20work%20day%20Fairfax&src
Better bicycling	<u>=typed_query&amp;f=live</u>
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791248567081853095
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791238515369365672
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791170570949656901
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791163019180879917
	https://x.com/search?q=Bike%20to%20work%20day%20Fairfax&src
Twitter - City of Fairfax Police	<u>=typed_query&amp;f=live</u>
Twitter - Fairfax Alliance for	
Better bicycling	https://x.com/BikeFairfax/status/1791103559234359340
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1791076661833736303
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790883671269949450
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790879989769936941
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790847186835579307
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790796875697684941
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790770445039403041
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1790687377574203607
Twitter - City of Fairfax	https://x.com/CityofFairfaxVA/status/1770827807804834034
Twitter - Fairfax Alliance for	
Better bicycling	https://x.com/BikeFairfax/status/1764786398652146118
Twitter - Wyatt Gordon	https://x.com/BikeFairfax/status/1764786398652146118/retweets
Twitter - Alexandria Biker	https://x.com/BikeFairfax/status/1764786398652146118/retweets

Twitter - FOSSILS	https://x.com/BikeFairfax/status/1764786398652146118/retweets
Twitter - BlkeArlington	https://x.com/BikeArlington/status/1793711136895893711
Twitter - Nancy Duley	https://x.com/nduley/status/1791881168553390590
Twitter - Elizabeth B. Boyd	https://x.com/ElizabethBBoyd1/status/1791455233677128180
Twitter - Natali Fani-	
Gonzalez	https://x.com/NataliFGonzalez/status/1791453131642974556
Twitter - Montgomery County	https://x.com/NataliFGonzalez/status/1791453131642974556/retwe
DEP	<u>ets</u>
	https://x.com/NataliFGonzalez/status/1791453131642974556/retwe
Twitter - D.A. Osorio	ets
Twitter - DC Circulator	https://x.com/DCCirculator/status/1791442149721923757
Twitter - DDOT	https://x.com/DCCirculator/status/1791442149721923757/retweets
Twitter - Council of DC	https://x.com/councilofdc/status/1791440184610898360
Twitter - Purcellville Police	
department	https://x.com/PurcellvillePD/status/1791433327963972080
Twitter - Natali Fani-	
Gonzalez	https://x.com/NataliFGonzalez/status/1791204969275588922
Twitter - County executive	https://www.ccpy.loop.com/clatatus/1701100711010604557
Angela Alsobrooks	https://x.com/CEXAlsobrooks/status/1791198711210504557
Twitter - PG County DPWT	https://x.com/PGCountyDPWT/status/1791144167986307560
Twitter - MCDOT	https://x.com/MCDOTNow/status/1788902053064200531
Twitter - MCDOT	https://x.com/MCDOTNow/status/1787916558968455649
Twitter - MCDOT	https://x.com/MCDOTNow/status/1782899754084467022
Twitter - MCDOT	https://x.com/MCDOTNow/status/1780734233230950744
Twitter - MCDOT	https://x.com/MCDOTNow/status/1775855850520813601
Twitter -BlkeArlington	https://x.com/BikeArlington/status/1793371727487209740
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Twitter - DDOT	https://x.com/DDOTDC/status/1792660213830475980
Twitter - BlkeArlington	https://x.com/search?q=%23BTWD2024&src=typed_query&f=live
Twitter - APTA	https://x.com/APTAtweets/status/1791604690905366533
Twitter - Alexandria Sherriff	https://x.com/AlexVASheriff/status/1791578467802157421
Twitter - metrobar	https://x.com/metrobardc/status/1791529111321547243
Twitter - DDOT	https://x.com/DDOTDC/status/1791526940043538919
Twitter - Arlington DES	https://x.com/ArlingtonDES/status/1791525352017187274
Twitter - Loudoun County	
Government	https://x.com/LoudounCoGovt/status/1791523716116983989
Twitter - Maureen Coffey	https://x.com/maureencoffeyva/status/1791518864641036326
Twitter- VDOT Northern VA	https://x.com/VaDOTNOVA/status/1791500916803113353

Twitter - Arlington DES	https://x.com/ArlingtonDES/status/1791487862917267776
Twitter - eBike Jillian	https://x.com/BikeGillian/status/1791486979424592161
Twitter - Ell	https://x.com/thedoctorell/status/1791476199224426893
Twitter - Dieta Cero-Auto	https://x.com/DietaCeroAuto/status/1791475172760842246
Twitter - Arlington DES	https://x.com/ArlingtonDES/status/1791469853196616188
Twitter - City of Hyattsville	https://x.com/HyattsvilleMD/status/1791466028892852450
Twitter - AWLA Arlington VA	https://x.com/AWLAArlington/status/1791463869417718003
Twitter - LLoyd Doggett	https://x.com/RepLloydDoggett/status/1791462260491055163
Twitter - Arlington DES	https://x.com/ArlingtonDES/status/1791457960033399117
Twitter - Arlington	
Infrastructure	https://x.com/Arl_Infra/status/1791451044464963834
	https://www.instagram.com/p/C7UeibrNIIT/?utm_source=ig_web_co
Instagram - BikeArlington	py_link&igsh=MzRlODBiNWFlZA==
	https://www.instagram.com/p/C7EasLuOvay/?utm_source=ig_web_c
Instagram - Council of DC	opy_link&igsh=MzRlODBiNWFlZA==
	https://www.instagram.com/p/C7ErHnlRuaa/?utm_source=ig_web_c
Instagram - EcocityALX	opy_link&igsh=MzRlODBiNWFlZA==
Instagram - Belgian	https://www.instagram.com/p/C7Ew4XBszUx/?utm_source=ig_web_
Consulate	copy_link&igsh=MzRlODBiNWFlZA==
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Instagram - Visit Del Rey	opy_link&igsh=MzRlODBiNWFlZA==
Instagram - CycleSole	https://www.instagram.com/p/C7FDn_gLnuu/?utm_source=ig_web_c opy_link&igsh=MzRlODBiNWFlZA==
	https://www.instagram.com/p/C7D_6M4Kb4a/?utm_source=ig_web
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Instagram - AWLA Arlington	https://www.instagram.com/p/C7ElWR0g5GE/?utm_source=ig_web_
VA	copy_link&igsh=MzRlODBiNWFlZA==
	https://www.instagram.com/p/C7EVnA8ODj-
Instagram - Rumi Matsuyata	/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
Instagram - EcoAction	https://www.instagram.com/p/C6_eQqJODV8/?utm_source=ig_web_
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Instagram - BikeArlington (2)	py_link&igsh=MzRlODBiNWFlZA==
Instagram - BikeArlington	
(28 total posts)	https://www.instagram.com/bikearlington/?g=5
Facebook - exurb Fairfax City	https://www.facebook.com/eXurbFitnessFairfaxCity
Facebook - BlackRock	
Center for The Arts	https://www.facebook.com/blackrockcenter
Facebook - NIHFCU	https://www.facebook.com/NIHFCU
Facebook - Sheila Olem,	
Mayor town of Fairfax	https://www.facebook.com/SheilaforHerndon
Facebook - DDOT	https://www.facebook.com/DDOTDC
Facebook - DWECK	
Properties	https://www.facebook.com/dweckproperties
TikTok - Southwest BID	https://www.tiktok.com/t/ZTLWxdPfL/
TikTok - Georgetown BID	https://www.tiktok.com/t/ZTLWxdbLN/

## Social Media Highlights and Earned Media Highlights

## **Earned Media Clippings**

# Bike To Work Day To Include Arlington Pit Stops

The Bike to Work Day event across the region will encourage commuters to ditch solo driving and enjoy freebies at bike pit stops.

### Michael O'Connell, Patch Staff 💿

Posted Tue, May 14, 2024 at 1:59 pm ET



The Bike to Work Day event across the region will encourage commuters to ditch solo driving and enjoy freebies at bike pit stops. (Michael O'Connell/Patch)



# Bike to Work Day 2024: How to register, more

by: <u>Makea Luzader</u> Posted: Apr 16, 2024 / 02:12 PM EDT Updated: Apr 16, 2024 / 02:12 PM EDT

### SHARE 🕜 🔕 🛅 🗠

WASHINGTON (DC News Now) — The D.C. area's annual "Bike to Work Day" is just over a month away.

On May 17, transport organizations encourage commuters to hop on a bike and get to work that way.

Cyclists will take to the road rain or shine — and organizers said that the first 16,000 people who





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## Bike to Work Day

Gear up for a fun day of cycling on May 17th.

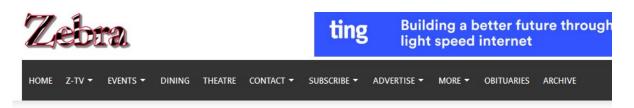
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ON

12



Home / Community News / ALX Commuters Gear Up for Bike to Work Day on May 17

# ALX Commuters Gear Up for Bike to Work Day on May 17

Look for elaborate pit stops, free giveaways, and main stages.

Sudith Fogel ≤ • May 8, 2024
I minute read
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Y Twitter
In
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t Ø Ø Ø ♥ Comparison



# Bike to Work Day is May 17 – Here are the DC Pit Stops

By **Prince Of Petworth** Published April 10, 2024 at 3:55PM





now

Everything Alexandria

### News

## Pit stops and free giveaways planned for Bike to Work Day next week in Alexandria

By Vernon Miles Published May 9, 2024 at 10:55AM





\$3 AI Stock. 75X Upside Potential





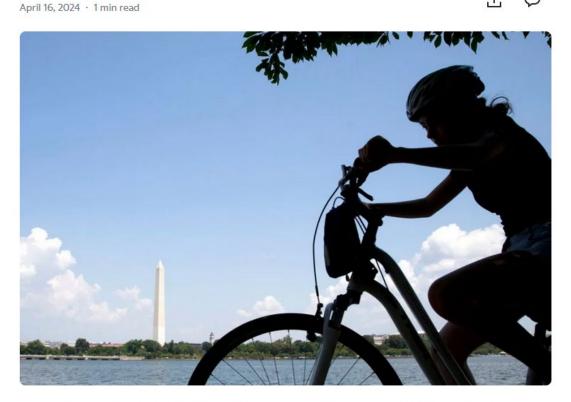
#### WDVM

## Bike to Work Day 2024: How to register, more

Makea Luzader

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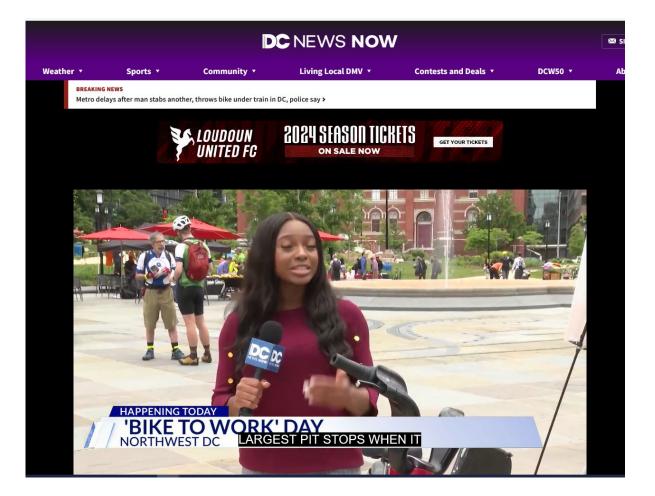
News

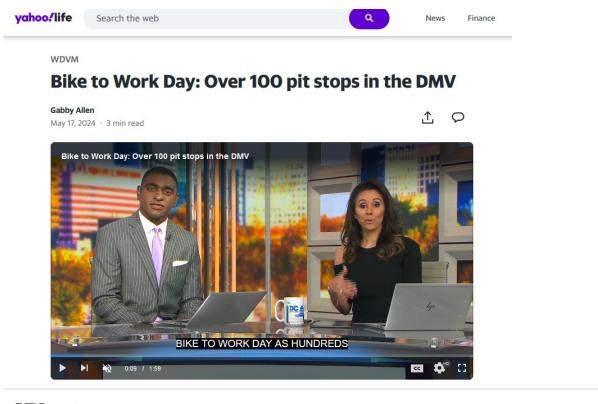


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#### Comment

 3:55 pm: <u>Report: Arlington's homeless population is up 14% since 2023, despite</u> improved shelter access | <u>67 Comments</u>



Here is what's going on Friday in Arlington, from our event calendar.

- 12:00 am: <u>Bike to Work Day 2024</u>
- 7:00 am: <u>Bike to Work Day 2024</u>
- 5:00 pm: Cinema on the Plaza: Encanto
- 5:30 pm: Zumba Power Hour
- 2 8:00 pm: Live Standup Comedy Showcase



SHARE: () 🖸 🛅

### Bike to Work Day 2024

Published: May 17, 2024

ess Blog



Bike to Work Day 2024 Final Event Report



COVID & You: Links for navigating the pandemic in 2024.

 Check the latest COVID wastewater report <u>here</u>. If it's LOW, masking in public and improving indoor air quality will help keep it that way—and if it's HIGH, those same choices protect you & your loved ones.

## Friday May 17

## Live your bike bus dreams

Join others all across the DMV for Bike to Work Day! Stop by <u>any</u> of the 100 pit stops, join a bike convoy, and maybe even get a t-shirt. (<u>all day</u>)

### Trees, bees, and local beats!

Cumbia Heights bring their fun, dancey neo-cumbia sound to the perfect picnic setting at The National Arboretum. (<u>7pm</u>)

*Also* || <u>tunes: My Body My Festival</u>, <u>tunes: Sam Rider & the Human Hands</u>, (free!) tunes: Rockin' at the Ridge, live comedy in Arlington, charity comedy show, plant spirit healing ceremony, dance like a mother



DIGITAL ARCHIVE HOME Y FUN THINGS TO DO Y FAM

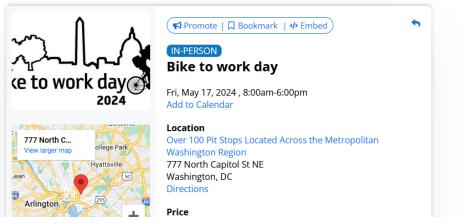
FAMILY Y EDUCATION Y

CAMP Y DIRECTORIES Y

HEALTH Y



## Calendar



## It's "Bike Your Way" May: Spring Cycling Opportunities

#### **Bike Month Challenge**

May is National Bike Month! Help grow Mason's biking culture. Join the Bike Month Challenge run by <u>Love to</u> <u>Ride</u>. Registration is free, and you can sign up as an individual. For details, visit <u>nationalbikechallenge.org.</u>

#### <mark>Bike to</mark> Work Day

Participate in the Washington region's Bike to Work Day on Friday, May 17. Start your day off cycling and check out pit stops all over the Virginia, D.C., and Maryland area. For details and to register, visit <u>biketoworkmetrodc.org.</u>

#### **Biking at Mason**

Check out <u>bike.gmu.edu</u> for resources including smart cycling videos from the League of American Bicyclists, how to get connected to cycling in your community, how to use a bike rack on transit, and more.





What We Do + How We Do It + Who We Serve - What's Up? -



HOME / WHO WE ARE / COMMUNITY / BIKE TO WORK DAY 2024

## Bike to Work Day 2024

March 21, 2024

Vienna, VA



Bike to Work Day is Friday, May 17, 2024. This is a FREE event and a great way to start your work day.

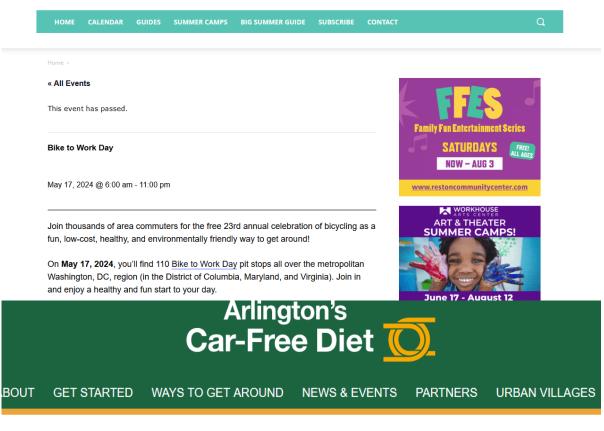
Ready to register for Bike to Work Day? Get rolling here! There are more than 100 different pit stops in DC, MD, and VA that you can sign up for depending on your work location. The first 16,000 who register and attend a pit stop will receive a FREE T-shirt. Free giveaways, food, and beverages are also available at participating locations, while supplies last.

To learn more about Bike to Work Day in Fairfax County! If you are interested in other National Bike Month events, visit The League of American Bicyclists' National Bike Month page.

If you don't have a bike, but still want to ride, check out Capital Bikeshare which lets you rent a bike.







Home » News & Events » Event Details

## **Event Details**

Bike to Work Day Friday, May 17, 2024

Hop on a bike and join Bike to Work Day on Friday, May 17. Whether you're working at home or commuting to the office, ride with people from all over the region to celebrate biking and commuting. <u>Register online</u> to get a free t-shirt and other fun prizes. There are over 100 <u>pits stops</u> in DC, Virginia and Maryland. Arlington has seven pit stops.

More information

Related Content

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Frank van der Vleuten • 3rd + Adviser to World Bank global energy programs 1mo • 🕲 + Follow ...

Today is global "bike to work day". I very much enjoy my daily ride into the center of Washington DC. It is simply the best way to commute. Yesterday, with many World Bank colleagues we had a great bike parade from Georgetown to the **The World Bank**. Great feeling of community.



•	🖒 Like	Comment	င့် <sub>Repost</sub>	🕈 Send
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Most relevant 🔻



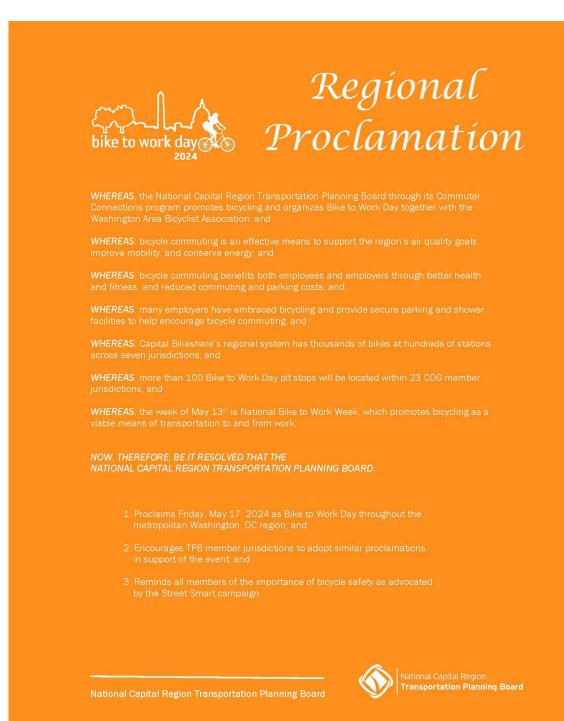
Sarah for Alexandria @SarahforALX

Tomorrow is @BikeToWorkDay Joing There are 7 registered pit stops in Alexandria! I will be stopping at the John Carlyle Square Park pit stop.

Register for Bike to Work Day here: buff.ly/2Dsi4KN



#### Proclamation



### **Proclamation Signing**

Bike to Work Day 2024 Regional Proclamation Signing



National Capital Region Transportation Planning Board Vice Chair, James Walkinshaw (Fairfax County Supervisor), signs the Bike to Work Day 2024 regional proclamation at the Metropolitan Washington Council of Governments. This recognized Friday, May 17, 2024 as Bike to Work Day throughout the Washington, DC metropolitan region.



James Walkinshaw with Bike to Work Day Steering Committee 2024 Chair, LaToya Crump (Prince George's County Department of Public Works and Transportation).

#### **MARKETING MATERIALS**

Rack cards 3¾ x 8½" (43,000) Flyers 8½" x 11" (26,000) plus 1,000 Spanish Posters 22" x 28" (300) T-Shirts (16,000)

The marketing materials used for the 2024 BTWD campaign maintained similar look and feel from previous years 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.

### **Flyer English**





Working from Home? No Problem! Bike to Your Local Pit Stop on May 17th for Your FREE T-SHIRT\* & BIKE RAFFLE



REGISTER TODAY AT BikeToWorkMetroDC.org Free refreshments & giveaways at participating locations, while supplies last.

Register for free at BIKETOWORKMETRODC.ORG 800.745.7433

f E #BTWD2024



#### **Rack Card Back**



## T-Shirt



#### **Press Release**



# DMV Region Gears Up for a Bike to Work Day 2024 on Friday

May 16, 2024



More than 10,000 local commuters will leave their cars at home for Bike to Work Day 2024, which is being held this Friday, May 17. Coordinated by COG's Commuter Connections program and the Washington Area Bicyclist Association (WABA), Bike to Work Day encourages commuters to choose a healthier lifestyle while also helping to reduce traffic congestion and improve air quality.

More than 100 pit stops are scattered throughout DC, Maryland, and Virginia, ready to fuel riders with snacks and great giveaways. Participants can score a free commemorative T-shirt and a shot at winning a brand-new bike just for registering and stopping by (limited to the first 16,000 registrants). Many pit stops will also offer free bike tune-ups and other fun activities. Register free at <u>https://www.biketoworkmetrodc.org/</u>.

"This is more than just a two-wheeled commute – it's a celebration," says Daniel Sheehan, COG Commuter Connections Director. "Bike to Work Day lets us experience the joy of cycling, the power of healthy commuting habits, and the positive impact we can have on our environment. We hope to see lots of cyclists hit the trails and streets throughout the metropolitan Washington region tomorrow."

Commuter Connections and WABA are also pleased to announce that many elected officials and other VIP's will be joining the festivities at the designated pit stops below. This is a fantastic

1 of 3

opportunity for cyclists to connect with their local representatives.

#### **DISTRICT OF COLUMBIA**

- Pit Stop Name: Adams Morgan at Unity Park
  - DC Councilmember Brianne Nadeau
- Pit Stop Name: Capitol Hill at Eastern Market
  - COG Board Chair; DC Councilmember Charles Allen
- Pit Stop Name: Columbia Heights Plaza
  - DC Councilmember Brianne Nadeau
  - Advisory Neighborhood Commissioner 1A members

#### Pit Stop Name: Dupont Circle at American Geophysical Union

- Advisory Neighborhood Commissioner (2B08 Vice Chair) Zach Adams
- Pit Stop Name: U.S. Coast Guard Headquarters
  - Director of Coast Guard Investigative Service Jeremy Gauthier

#### MARYLAND

Pit Stop Name: Bethesda – Downtown

- Maryland House of Delegates Marc A. Korman
- Montgomery County Council President Andrew Friedson

#### Pit Stop Name: College Park City Hall Plaza

- City of College Park Mayor Fazlul Kabir
- Prince George's County Councilmember (District 3) Eric Olson

#### Pit Stop Name: Frederick Downtown at Transit Center

- City of Frederick Mayor Michael O'Connor
- City of Frederick Alderman Kelly Russell
- Frederick County Executive Jessica Fitzwater

#### Pit Stop Name: Greenbelt Aquatic & Fitness Center

- City of Greenbelt Mayor Emmett V. Jordan
- City of Greenbelt Mayor Pro Tem Kristen L. K. Weaver
- City of Greenbelt Council Member Amy Knesel
- City of Greenbelt Council Member Danielle McKinney
- City of Greenbelt Council Member Jenni Pompi
- City of Greenbelt Council Member Silke Pope

Pit Stop Name: North Bethesda at Pike & Rose

Montgomery County Council Vice President Kate Stewart

#### VIRGINIA

Pit Stop Name: Alexandria - Old Town at City Hall

- City of Alexandria Mayor Justin Wilson
- COG Executive Director Clark Mercer

2 of 3

Pit Stop Name: City of Falls Church

- City of Falls Church Mayor Letty Hardi
- City of Falls Church Vice-Mayor Debbie Hiscott
- City of Falls Church Council Member Marybeth Connelly
- City of Falls Church Council Member Justine Underhill

Pit Stop Name: Herndon Innovation Center

Dranesville District Fairfax County Supervisor James Bierman

Pit Stop Name: Herndon Town Hall Green

• Virginia Department of Transportation Northern Virginia District Engineer Bill Cuttler

Commuter Connections thanks the major sponsors of Bike to Work Day 2024: ICF, Al's Bike Shop, GO Alex, BikeArlington, BicycleSPACE, National Landing, and Terrapin Bicycles.

Whether someone is a seasoned cyclist or a curious newcomer, Commuter Connections and WABA invites everyone to participate in Bike to Work Day. Those working from home can bike to a local pit stop and back home to work. Free registration for Bike to Work Day is available at <u>www.biketoworkmetrodc.org</u> or by calling (800) 745-RIDE. Follow Commuter Connections on X at <u>@BikeToWorkDay</u> and Facebook at <u>@BikeToWorkDayMetroDC</u> and use #BTWD2023 or #BTWDC.

Contact: Amanda Lau Phone: (202)962-3250 Email: <u>alau@mwcog.org</u>

3 of 3

## **Photos and Other Promotional Items**

## **T-Shirt Sorting**



### Maryland General Assembly Citation



### **Charles County Proclamation**



## Lorton



### Anacostia River Trail



## NOMA Wundergarten



## Adams Morgan



## **Columbia Heights**

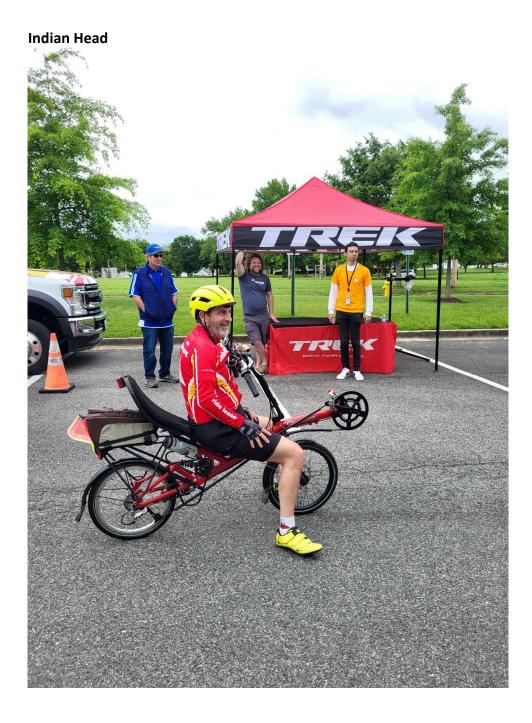


## Georgetown



### Shaw





## Manassas GMU



## Leesburg



## Arlington National Landing



## Oxon Hill



### Largo/Kettering/Perrywood

