

BIKE TO WORK DAY 2018

Nicholas Ramfos
TPB Operations Programs Director

TPB Technical Committee
April 6, 2018



Background

- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 18, 2018**
- **Celebrates bicycling as a clean, fun, and healthy way to get to work**
- **Participation goal set**



Support for Cyclists

- **Cycling classes**
- **Bicycling to work guides (pamphlets)**
- **100 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**

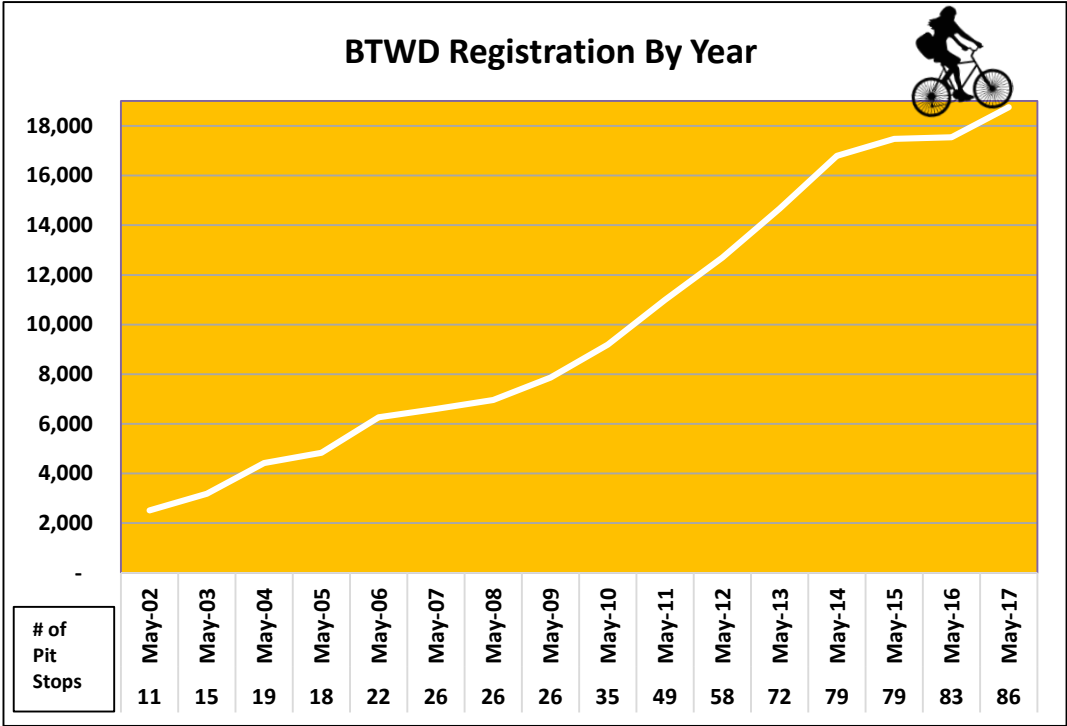


Event Freebies

- **Food & prizes**
- **Bike maps and literature**
- **Bicycle raffles**
- **Bicycle Tune-Ups**
- **Free T-Shirts**



Event Growth by Year

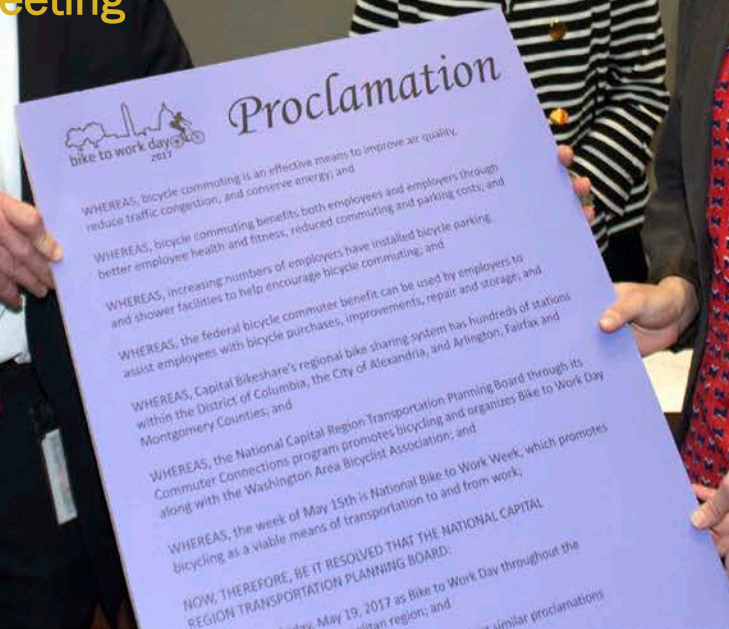


Bike to Work Day



Metropolitan Washington
Council of Governments

- Coincides with National Bike to Work week
- 18,755 registrants in 2017
- Goal for 2018 is 20,000
- Proclamation at April TPB meeting



Employer Involvement

- **Business community support**
- **Reduced parking and improved employee health & fitness**
- **Employer sponsored pit stops**
- **Employer Challenge**



Support for Bicyclists at Work

- **Bicycles racks**
- **Bike lockers and cages**
- **Showers**
- **Personal gym lockers**
- **Bike subsidy**
- **Capital Bikeshare memberships**



Bike to Work Day Survey

- **Conducted every three years (2016)**
- **Online survey to all event participants**
- **Response rate of 21 percent**
- **Measures impacts of bicycle commuting before and after event**
- **Survey results used in Regional TDM Program Analysis**



Bike to Work Day 2016 Survey

Age Breakdown

Age	Percent
18-24	2%
25-34	26%
35-44	20%
45-54	26%
55-64	20%
65 +	6%



Bike to Work Day 2016 Survey

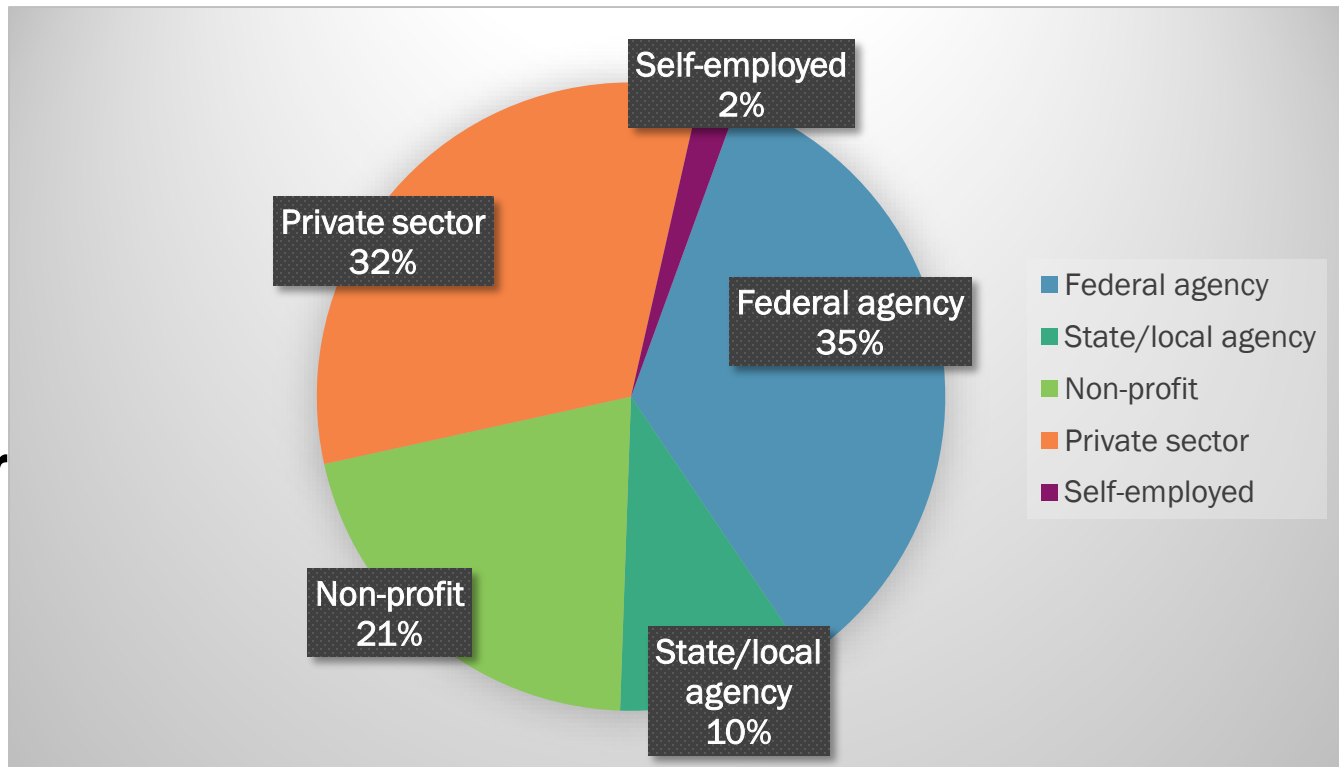
Home and Work States

State	Home	Work
District	32%	52%
Maryland	26%	18%
Virginia	42%	30%



Bike to Work Day 2016 Survey

Type of Employer



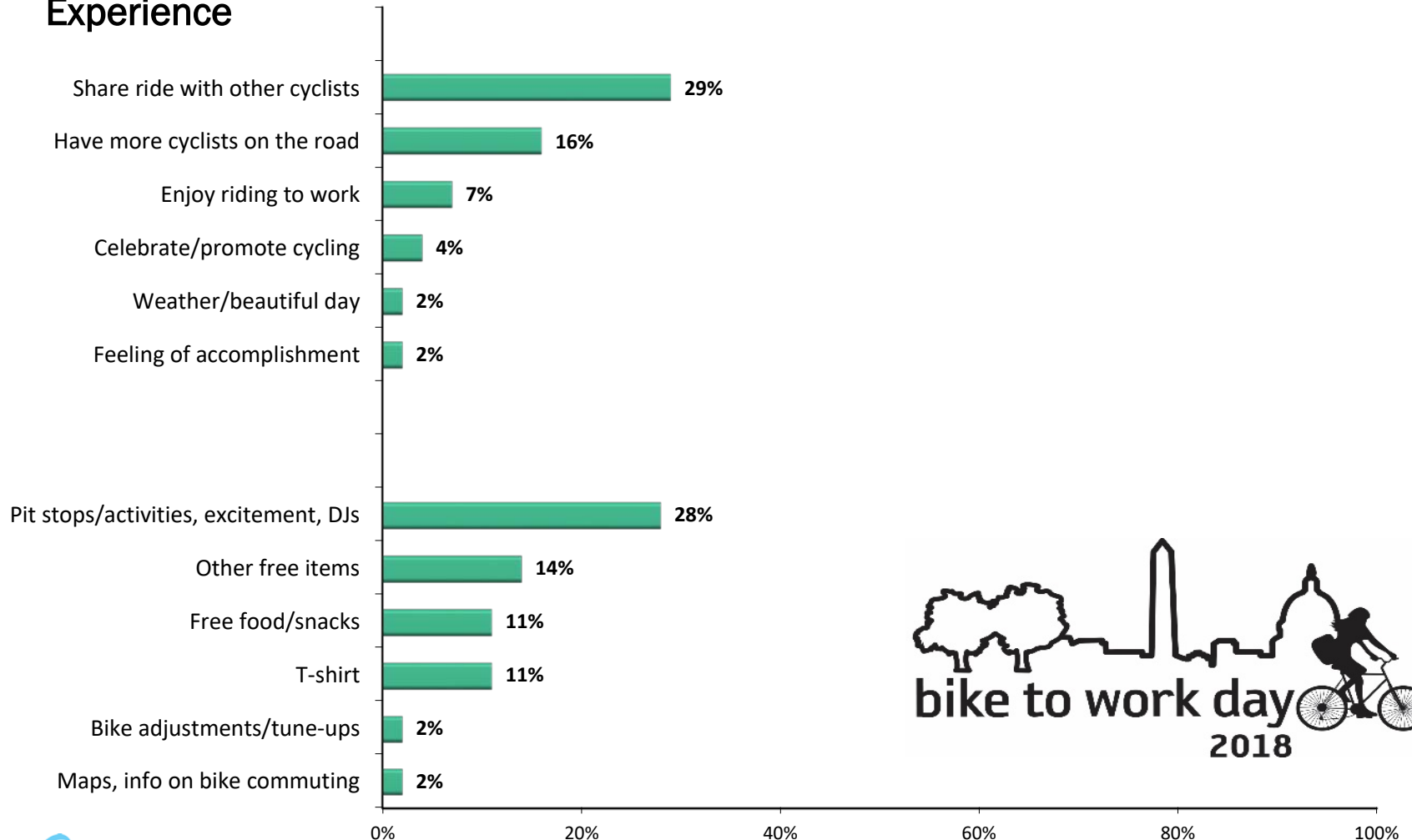
Bike to Work Day 2016 Survey

- **Prior to Bike to Work Day 14% of respondents never commuted by bicycle**
- **After Bike to Work Day**
 - **28% of respondents start bicycling to work 2.9 days/week**



Bike to Work Day 2016 Survey

Favorite Part of 2016 Bike-to-Work Day Event Experience



Rain Date Policy

- **Bike to Work Day is a rain or shine regional event**
- **Pit stops are encouraged to have a contingency plan ready**
- **Pit stops however may determine to cancel their local pit stop event based on severe weather conditions.**



Rain Date Policy Reasoning

- **The ambiguity – what’s enough rain to postpone the event?**
- **What if it rains in one area of the region and not another?**
- **No guarantee it wouldn’t rain on rain date**
- **May send the wrong message that one cannot bike in the rain**



VIP Invitations

- **WABA to formally invite elected officials**
- **All TPB members on the list**
- **Officials asked to RSVP to the pit stop of their choice.**



Website – biketoworkmetrodc.org



Bike to Work Day

On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.



Free Registration Open Now!

Pit Stops

More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys

Forming March 2018
[Read More...](#)

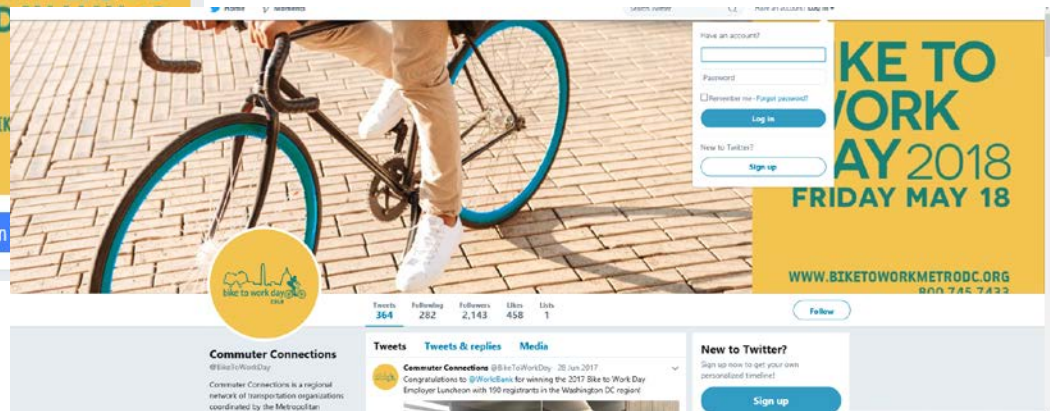
Sponsors



Social Media



Liked Following Share



Posters and Rack Cards

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Pre-register by May 11 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.



Register free at BIKETOWORKMETRODC.ORG
800.745.7433

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 20,000 who register.
Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2018

bike to work day 2018



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

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or call 800.745.7433

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#BTWD2018

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

Printed on recycled paper

T-Shirts



Banners

**BIKE TO
WORK
DAY 2018
FRIDAY MAY 18**

**WEST END AT AMERICAN
COLLEGE OF CARDIOLOGY**

**2400 N St, NW Corner of N & 24th Sts
3:00 pm to 6:00 pm**



Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

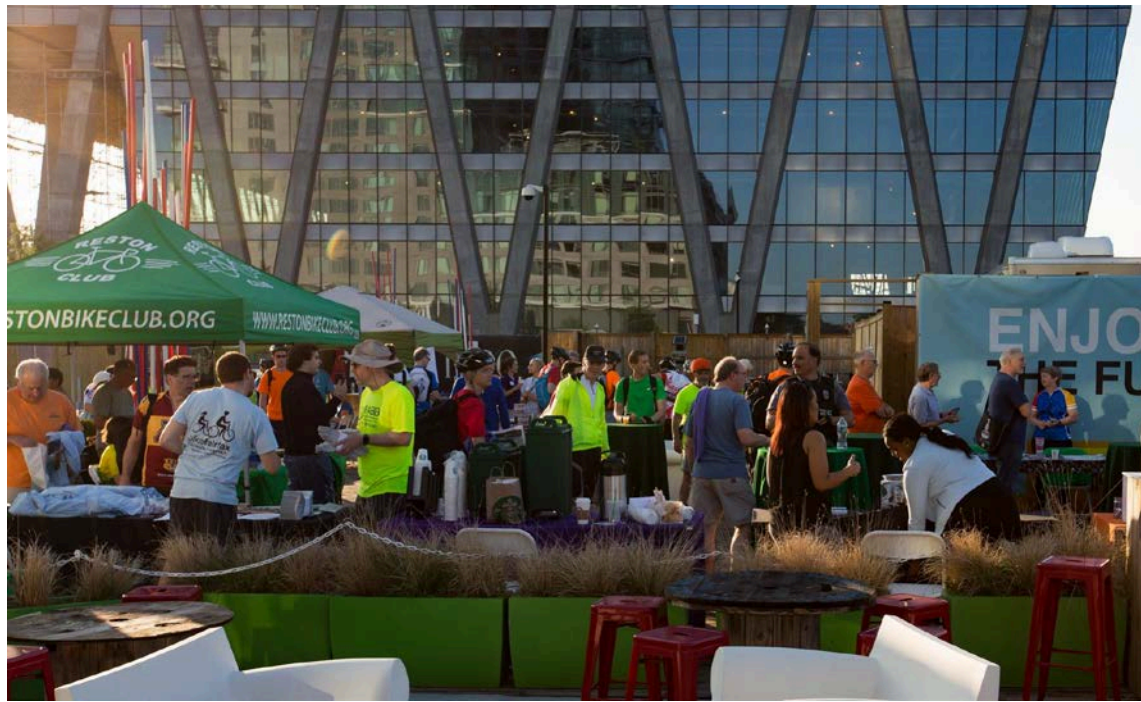


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National Capital Region
Transportation Planning Board

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK