

ITEM 7 - Action

April 15, 2015

Approval of Regional Bike to Work Day 2015

Staff

Recommendation: Approve the Bike to Work Day 2015 Proclamation.

Issues: None

Background: In an effort to increase public awareness of the viability of bicycle commuting in the Washington region, regional Bike to Work Day events are being organized at seventy-nine locations in the region for Friday May 15. These events will encourage the business community and other regional decision-makers to support increased bicycle commuting through bicycle-friendly policies and initiatives.



Proclamation

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

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

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

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

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

WHEREAS, the TPB through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

WHEREAS, the week of May 11th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

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

1. Proclaims Friday, May 15, 2015 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

Chair, National Capital Region Transportation Planning Board



Pit Stops

NORTHEAST

Edgewood – Met Branch Trail
Fort Totten
NoMa

NORTHWEST

Adams Morgan
Columbia Heights (Afternoon)
Freedom Plaza
Georgetown Waterfront Park Area
Glover Park
Golden Triangle – L Street
GoldenTriangle – Farragut Square
Mt. Vernon Triangle
National Geographic Society

SOUTHEAST

Anacostia
Capitol Hill at Eastern Market
Capitol Riverfront at Canal Park
Coast Guard HQ – Ward 8 SE

CHARLES

Indian Head

FREDERICK

Frederick City

MONTGOMERY

Bethesda
FDA White Oak
Friendship Heights
Gaithersburg
National Institutes of Health Bldg One
Naval Support Activity Bethesda
North Bethesda – US Nuclear Reg Commission
Rock Springs Business Park
Rockville – Fallsgrove
Rockville – Town Center
Rockville – Twinbrook
Silver Spring – Discovery Place

PRINCE GEORGE'S

Bowie – Old Town
Bowie – Town Center
Capitol Heights
College Park – City Hall (Morning)
College Park – Metro (Afternoon)
Greenbelt
Hyattsville
Oxon Hill
Port Towns – Edmonston (Afternoon)
Port Towns – Edmonston (Morning)
Suitland

TAKOMA PARK

Takoma Park – Downtown/Old Takoma
Takoma Park – Sligo Creek Trail
Takoma Park – Takoma/Langley Crossroads

ALEXANDRIA

Alexandria – Carlyle
Alexandria – Del Ray
Alexandria – Mark Center
Alexandria – Old Town

ARLINGTON

Arlington – Ballston
Arlington – Columbia Pike/Penrose Square
Arlington – Crystal City Water Park
Arlington – East Falls Church Metro Station
Arlington – Rosslyn
Arlington – Shirlington

FAIRFAX

Burke VRE Station
Fair Lakes
Fairfax City Downtown
Fairfax County Government Center
Falls Church (Afternoon)
Falls Church (Morning)
Herndon
McLean
Merrifield – W&OD Trail
Mosaic
Mt. Vernon – Collingwood Park
Reston – Wiehle-Reston East Metrorail Station
Springfield/Metro Park at Walker Lane
Tysons Corner Center
Vienna

LOUDOUN

Leesburg
Sterling

PRINCE WILLIAM

Dumfries
Haymarket
Manassas – George Mason University
Manassas – Kelly Leadership Center
Manassas – VRE Station
Rippon Landing VRE Station
Woodbridge – Chinn Center
Woodbridge VRE

BIKE TO WORK DAY



National Capital Region Transportation Planning Board

April 15, 2015

Bike to Work Day

- Rolled out regionally in 2001 by Commuter Connections
- Friday May 15, 2015
- Celebrates bicycling as a clean, fun, and healthy way to get to work
- Substantial increases in participation each year



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15

Bike to Work Day Support for Bicyclists

- Cycling classes
- Bicycling to work guides
- 79 pit stops throughout region
- Guaranteed Ride Home
- Commuter Convoys



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15



Bike to Work Day Survey



- **Conducted every three years (2013)**
 - **Online survey to all event participants**
 - **Response rate of 29 percent**
 - **Measures impacts of bicycle commuting before and after event**
 - **Survey results used in TERM Analysis**

**BIKE TO
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FRIDAY 5.15.15

Bike to Work Day 2013 Survey

- Before Bike to Work Day 17% of respondents *never* commuted by bicycle
- After, 10% of respondents *started* bicycling to work avg. 1.4 days/week



**BIKE TO
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FRIDAY 5.15.15

Bike to Work Day

- Coincides with National Bike to Work week
- 16,800 registrants in 2014
- Goal for 2015 is 19,000



**BIKE TO
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Growth by Year



of Pit Stops

Bike to Work Day Employers

- Encourages business community support
- Employers benefit through reduced parking and improved employee health & fitness
- Employer sponsored pit stops
- Employer Challenge



**BIKE TO
WORK
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Employer Support for Bicycling

- Bicycle racks
- Secure bike storage
- Showers and gym lockers
- Bicycling subsidy
- Discounted Capital Bikeshare memberships



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Rain 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.**



**BIKE TO
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Website





BIKE TO WORK DAY FRIDAY 5.15.15



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.

[Free Registration Click Here](#)

Pit Stops

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

Commuter Convoys

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

Sponsors



Event Poster

A PDF of the new Bike to Work Day 2015 event poster is now available! [Click here to see this year's event poster](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area. [Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work. [Read More ...](#)



**BIKE TO
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FRIDAY 5.15.15**

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Social Media

facebook.

Facebook page for Bike to Work Day. The page header shows the name 'Bike to Work Day' and navigation options like 'Page', 'Messages', 'Notifications', 'Insights', and 'Posts'. The cover photo displays 'BIKE TO WORK DAY 2015 FRIDAY 5.15.15' with the phone number 800.745.RIDE and the website www.biketoworkmetrodc.org. The profile picture is an orange square with a white outline of a city skyline and a bicycle. The page has 1,591 likes and 620 post reach this week.



Tweet from Commuter Connections (@BikeToWorkDay) dated Aug 14. The tweet text says: "Jason Vitale is one of the 2014 Bike to Work Day regional bike raffle winners! He won a bicycle from @bikevirginia". The tweet includes a photo of a man in a blue shirt standing next to a bicycle. The tweet also shows statistics: 134 tweets, 218 following, 1,363 followers, and 2 lists.

Bike to Work Day Posters / Rack Cards

BIKE TO WORK DAY 2015
FRIDAY 5.15.15

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott **KREI** **ICF**

Bicycle SPACE **LOCAL MOTION** **Bike Arlington** **495 ExpressLanes** **95**

GENERAL DYNAMICS **The JBG COMPANIES** **EARTHJUSTICE** **KIND**

BIKE ROLL **CRYSTALride**

goDcgo **AAA**

BIKES@VIENNA **KIMPTON**

ABUS **GREEN SOURCE** **JAMIS** **BicyclePASS** **ORTLIEB** **pdw**

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

*T-shirts available at pit stops to first 14,000 who register.
Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

biketoworkday 2015

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biketoworkday 2015

Bike to Work Day Hispanic Outreach

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015
VIERNES 5.15.15



























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

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registran.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrese en www.biketoworkmetrodc.org o llame al 800.745.7433



UNA PUBLICACIÓN DE *The Washington Post*

El Tiempo Latino

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VIERNES 5.15.15



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Bike to Work Day Banner

ALEXANDRIA - OLD TOWN

Market Square at City Hall

301 King Street

6:30 am to 8:30 am



Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

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VIP Invitations

- WABA formally invited elected officials on the TPB via letter
- Officials asked to RSVP to the pit stop of their choice



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Elected Officials



**BIKE TO
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Thank you

Q & A



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