

BIKE TO WORK DAY 2024

**National Capital Region Transportation Planning Board
April 17, 2024**

Background

- Rolled out regionally in 2001 by Commuter Connections
- Celebrates bicycling as a clean, fun, and healthy way to get to work!
- Friday May 17, 2024
- Coincides with National Bike to Work Week

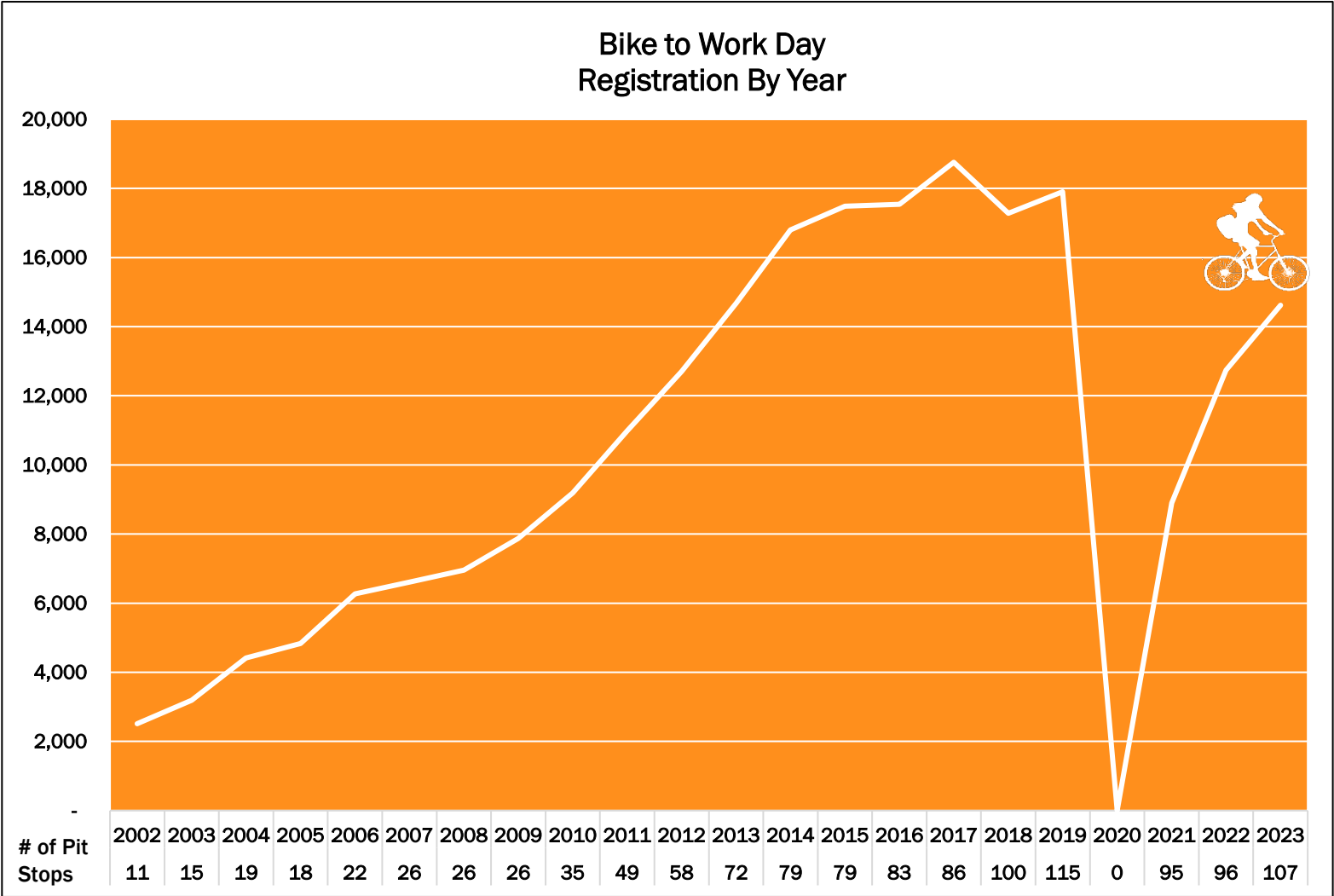


Support for Bicyclists

- Cycling classes
- Bicycling to work guides
- Online bicycle route finder
- Regional hard copy map
- Guaranteed Ride Home




Event Growth by Year



TPB and BTWD

- Commuter Connections is a program of the TPB
- Regional Proclamation signing at April board meeting
- Local jurisdiction proclamations
- TPB members invited to attend local BTWD pit stops events



bike to work day
2023

Regional Proclamation

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

WHEREAS, bicycle commuting is an effective means to support the region's air quality goals, improve mobility, and conserve energy; and

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

WHEREAS, many employers have embraced bicycling and provide secure parking and shower facilities to help encourage bicycle commuting; and

WHEREAS, Capital Bikeshare's regional system has thousands of bikes at hundreds of stations across seven jurisdictions; and


WHEREAS, more than 100 Bike to Work Day pit stops will be located within 23 COG member jurisdictions; and

WHEREAS, the week of May 13th 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 17, 2024 as Bike to Work Day throughout the Washington, DC 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



Employer Involvement

- Bicycles racks, lockers and cages
- Showers and personal gym lockers
- Bike subsidies
- Capital Bikeshare memberships
- Employer sponsored pit stops
- Employer Challenge



Bike to Work Day 2022 Survey

- Conducted triennially of all event participants
- Response rate 21 percent
- Measures impact of event on bicycle commuting
- Survey results used in Regional Transportation Demand Management Program Analysis



Bike to Work Day 2022 Survey

Respondent
Age
Breakdown

Age	Percent
18-24	1%
25-34	14%
35-44	25%
45-54	22%
55-64	26%
65 +	12%



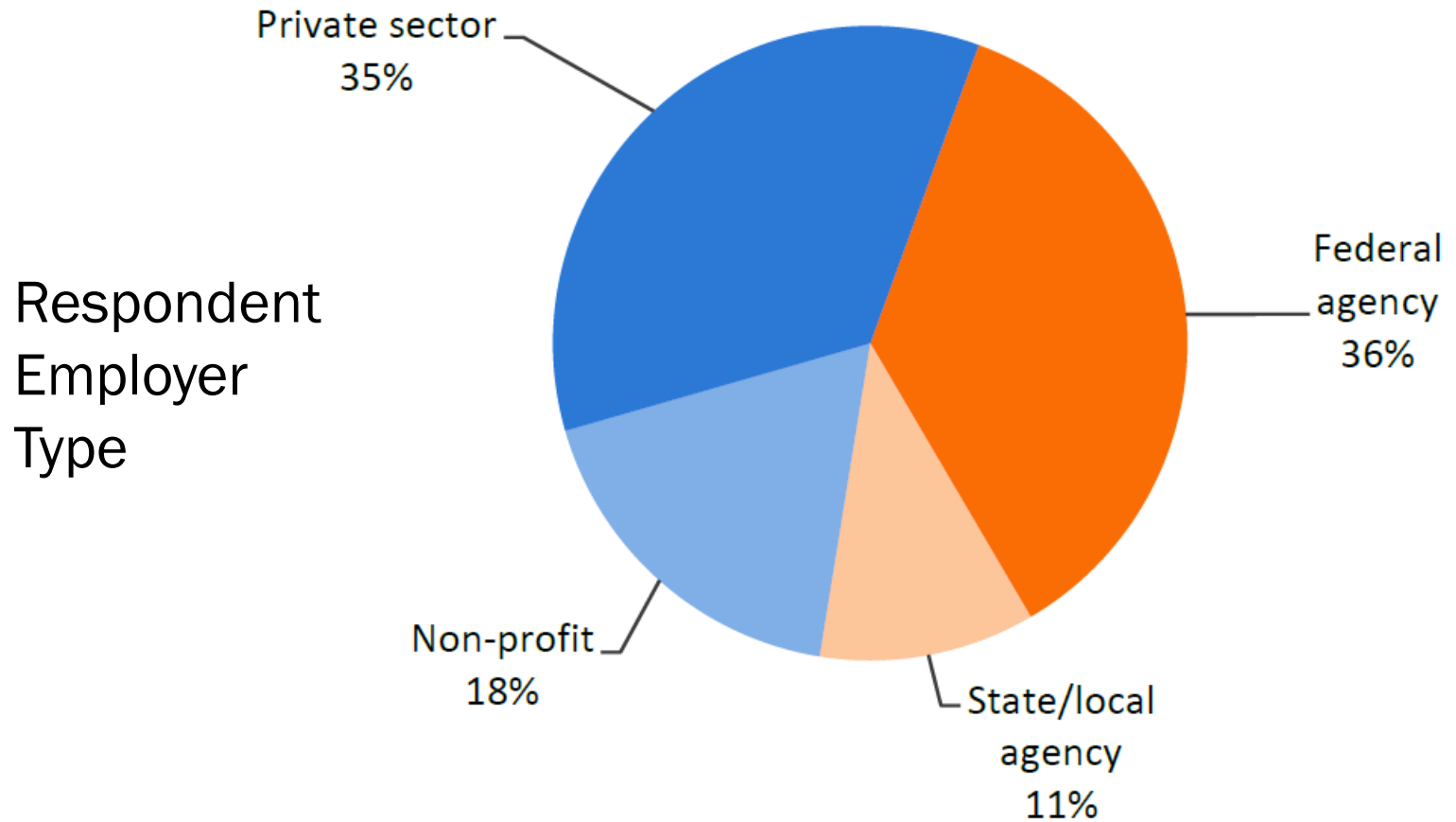
Bike to Work Day 2022 Survey

Respondent
Home and
Work States

State	Home	Work
District	27%	48%
Maryland	28%	20%
Virginia	45%	32%



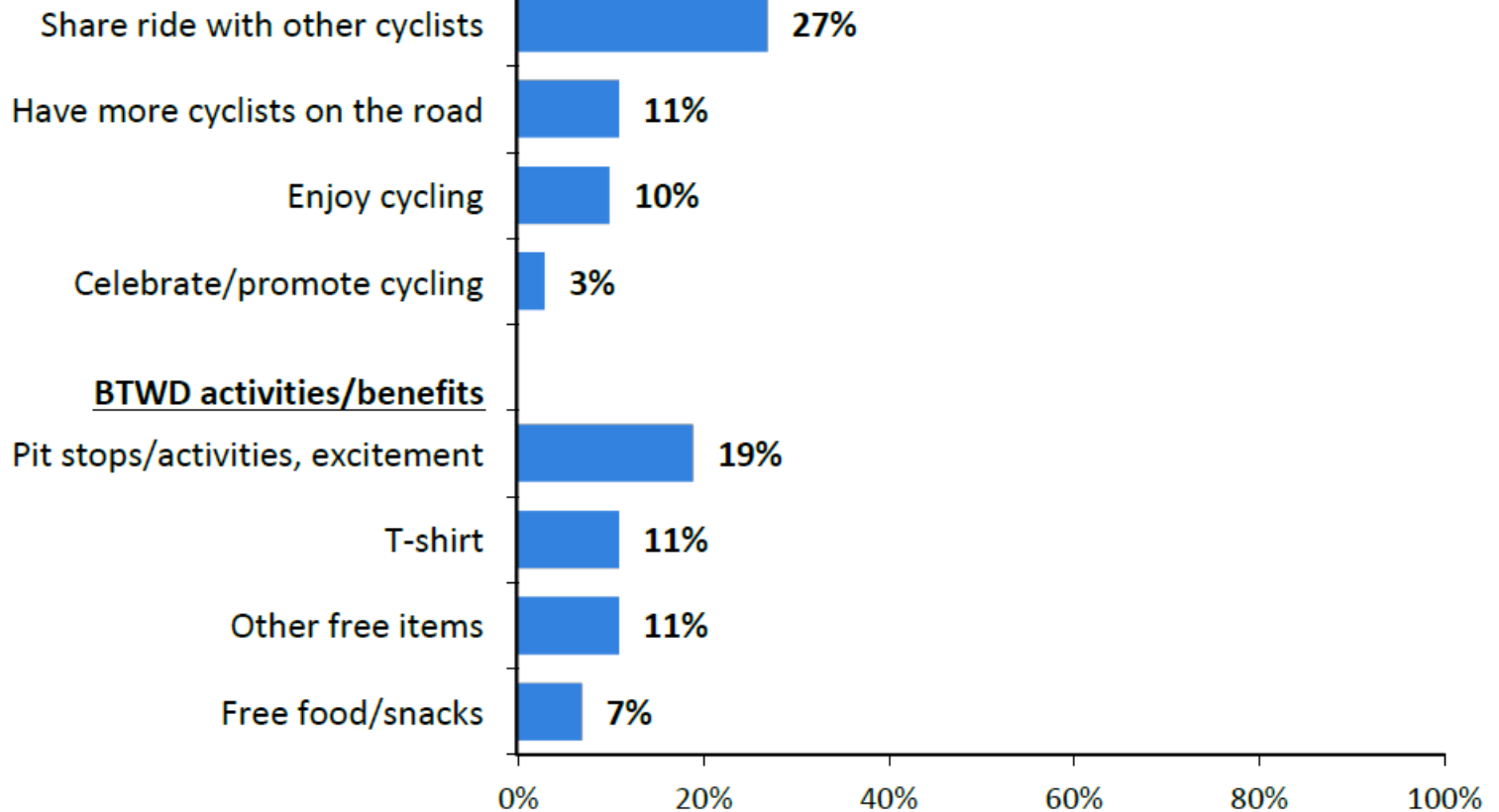
Bike to Work Day 2022 Survey



Bike to Work Day 2022 Survey

Favorite Aspects of Event Experience

Bicycle community/enjoyment



Bike to Work Day 2022 Survey

- Bicycle Ownership for Event
 - Personal bike 94%
 - Capital Bikeshare 5%
 - Other 1%
- Bicycle Type Used for Event
 - Traditional pedal-bike 91%
 - Electric bike/pedal-assist 9%



Bike to Work Day 2022 Survey

- Prior to Event
14% of respondents never commuted by bicycle
- After Event
20% of respondents started bicycling to work or increased frequency



Local BTWD Events

- Pit stops within 23 COG jurisdictions
- 109 total pit stops in 2024



Refreshments



SWAG and Bike Literature



Raffle Prizes



T-shirts



Officer Friendly



Press



A screenshot of a FOX 5 news article. The headline reads "DC region participates in Bike To Work Day". Below the headline, it says "By fox5dc.com staff | Published May 17, 2019 | News | FOX 5 DC". There is a video player showing a group of people riding bicycles on a street. To the right of the article, there is a sidebar with a "VOTE HERE: FOX 5 Live Instapoll" section, a "FOX 5 Podcasts" section with "The Good Word: Tabitha Clark, owner of More Than Java Cafe" and "The Paolini Perspective: Episode 83", and another "The Good Word" section with "Glanno Caldwell, FOX News political analyst and author". The FOX 5 logo is visible in the top left of the page.

Bikes and Transit



Posters

FREE EVENT

BIKE TO WORK DAY FRIDAY

MAY 17, 2024























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.




 Visit biketoworkmetrodc.org for pit stop locations and times.
 *T-shirts available at pit stops to first 16,000 registrants.
 Pit stops in D.C., Maryland, and Virginia!
 The Bike to Work Day event is a program of the Metropolitan Washington Council of Governments and is funded by DDOT, MDOT, VDOT, and USDOT.

Register for free at BIKETOWORKMETRODC.ORG
 800.745.7433
  #BTWD2024

EVENTO GRATUITO

DÍA DE LA BICICLETA PARA IR AL TRABAJO VIERNES

17 DE MAYO DE 2024























¿Trabajando desde casa? ¡No hay problema!
Vaya en bicicleta a su parada local en la ruta el 17 de mayo para una **CAMISETA GRATIS* Y EL SORTEO DE UNA BICICLETA**

REGÍSTRESE HOY EN BikeToWorkMetroDC.org

Refrigerios y obsequios en los lugares que participan hasta agotar existencias.




 Visite biketoworkmetrodc.org para más información acerca de las paradas localizadas en la ruta y los horarios.*Camisetas disponibles en las paradas en la ruta a los primeros 16,000 participantes que se registren.
 Paradas en la ruta en D.C., Maryland, and Virginia.
 El evento del Día de la Bicicleta para ir al trabajo es un programa de Metropolitan Washington Council of Governments y está financiado por DDOT, MDOT, VDOT, and USDOT.

Regístrate gratis en BIKETOWORKMETRODC.ORG
 800.745.7433
  #BTWD2024

Thank You!



BTWD Staff Contact

Doug Franklin

Senior Marketing Manager

Commuter Connections

202-962-9792

dfranklin@mwcog.org

mwcog.org/tpb

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002



National Capital Region
Transportation Planning Board

50 YEARS 1974-2024
COMMUTER CONNECTIONS | A SMARTER WAY TO WORK