



BIKE TO WORK DAY STEERING COMMITTEE

MEETING NOTES

Wednesday, March 8, 2017

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Meeting Minutes





The minutes from the January 11, 2017 meeting were approved as written.

3. 2016 Bike to Work Day Participant Survey




Douglas Franklin, COG/TPB staff presented results of the triennial survey of commuters who participated in the May 2016 Bike to Work Day (BTWD) event. The survey assessed the use of bicycles for commute travel before and after the event and results will be used for Transportation Emission Reduction Measure evaluation. COG received more than 3,500 completed questionnaires, one out of every five (21%) who were sent the survey. New this year, WABA added several questions to the survey.

Highlights of Findings:






BTWD Participants vs. Regional Commuting Population

-  Overwhelmingly white 90% vs. 45%
-  Predominately male 64% vs. 51%
-  Skew older 52% vs. 43%
-  And work for a large employer 53% vs. 39%

Participated in Previous BTWD Events

-  2015, 66%
-  2014, 54%
-  2013, 44%

Source of Hearing About BTWD 2016 (top five)

-  Internet, 34%
-  Referral, 21%
-  Social Media, 15%
-  Employer, 14%
-  Flyer/brochure, 12%

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL ST, N.E., SUITE 300, WASHINGTON, DC 20002

Likelihood to Participate/Recommend BTWD

- 🚲 Likely to participate in another event?
 - Very, 95%, somewhat, 5%
- 🚲 Likely to recommend to others?
 - Very, 89%, somewhat, 10%

Best Experience of BTWD 2016 (top 3)

- 🚲 Sharing ride with other cyclists, 29%
- 🚲 Pit stops, community support, 28%
- 🚲 More cyclists on the road, 16%

Bike to Work Frequency Before First BTWD Event

- 🚲 Never commuted by bike, 14%
- 🚲 Occasionally (up to 3 days per month), 24%
- 🚲 Regularly (at least once a week), 62%

Biking to Work After First BTWD Event

- 🚲 Became new bike commuter, 8%
- 🚲 Increased frequency of bike commuting, 20%

Bike to Work Frequency After First BTWD Event (summer 2016)

- 🚲 Not at all, 9%
- 🚲 Occasionally, 19%
- 🚲 Frequently, 72%

Average Days Per Week Frequency

- 🚲 Before BTWD, 2.6 days/week
- 🚲 Summer 2016, 2.9 days/week

Barriers to Continued Bike Use in the Fall (top 3)

- 🚲 Cold/winter, 39%
- 🚲 Too far to ride regularly, 28%
- 🚲 Not safe/no safe route, 19%

Commute Mode on Non-Bike Days for Frequent Bike Commuters (top 2)

- 🚲 Train, 43%
- 🚲 Drive, 40%

Used Capital Bikeshare to commute within the last 12 months

- 🚲 Yes, 21% (three years ago, 15%)

One-Way Distance to Work

- 🚲 Six miles or less, 49%
- 🚲 More than 6 miles, 51%

Employer Offered Bike-Commute Assistance (top 3)

- 🚲 Bike racks, 64%
- 🚲 Secure bike storage, 24%
- 🚲 Showers, 63%

Rode Bike for non-Commute Purposes Previous Month (also excludes exercise/leisure)

- 🚲 Never, 21%
- 🚲 Occasionally, 46%
- 🚲 Frequently, 33%

Rode Bike for non-Commute Trip After First BTWD

- 🚲 No change in frequency, 75%
- 🚲 More often, 20%
- 🚲 Less often, 5%

4. Regional Sponsor Drive

Commuter Connections has secured eighteen regional cash sponsors to date, for a total of \$54,550. Gold sponsors include Allegra Allergy, DC Bike Lawyers.com, ICF International, and Takoma Bicycle. Silver sponsors include, Bike Arlington, BicycleSPACE, California Tortilla, the City of Alexandria, and Marriott International. Bronze sponsors include AAA Mid-Atlantic, AASHTO, Arlington Transportation Partners, Bikes@vienna, Capital Sports Ventures, Crystal City, Fair Lakes League, General Dynamics, Giant Food, JBG Companies, Kimpton Hotels, and Potomac Pedalers. In addition, BicycleSPACE and bikes@vienna are donating bicycles for the regional raffle, and BicycleSPACE is also donating various bike accessories for pit stop raffle prizes.

5. Marketing Materials

The BTWD marketing materials are currently at the printer; a total of 90,000 items were printed. Distribution is scheduled for mid-March, and most Committee members will receive quantities of 600 rack cards, 275 flyers, and 6 posters. Other Committee members will receive quantities based on specific expressed needs, and some will also receive Spanish flyers. Commuter Connections will be conducting a mailing to employers within the region, which will include a flyer and letter. A PDF of the poster is available on the BTWD web site, and is available in eps format on a request basis through Commuter Connections.

6. New Pit Stops

BTWD 2017 will have a grand total of 86 pit stops, seven of which were added this year. Six of the new pit stops are in DC, and one in Virginia. New pit stops for 2017 include: Arlington – Rosslyn Afternoon Party, Heavy Seas Alehouse; The Wharf/Southwest Waterfront; Anacostia River Trail/River Terrace; Riggs Park at Seabury; Shaw; Twining; and West End at American College of Cardiology.

7. Registration Reports

Daily registration report emails have begun and will continue up through BTWD. The emails will come from Salsa Labs and will contain a link to download registration data of each pit stop. Download instructions were distributed at the meeting and will be emailed to the pit stop managers as part of the meeting follow up. Pit stop managers who do not receive the registration emails, or need assistance may contact Michelle Cleveland at the Washington Area Bicyclist Association (WABA), michelle.cleveland@waba.org.

8. Progress Reports from Pit Stop Managers

Pit stop managers provided updates on activities planned for their local BTWD celebrations to be held on May 19th.

9. Other Business

DC Bike Ride event postcards were made available to the Committee. This is a WABA co-sponsored event, occurring on May 14th, and is the District's only closed-road car free bike ride.

The BTWD proclamation will take place at the April 19th National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments.

Marina Budimir from the District Department of Transportation requested that mention of bike trip tracking apps be added to the BTWD web site.

Phil Koopman from BicycleSPACE will be coordinating the BTWD water bottles for 2017. The minimum quantity is 50 and pit stop organizers may add their own logo with a minimum of a 200 bottle order.

The next Bike to Work Day meeting is scheduled for Wednesday May 10, 2017.