

BIKE TO WORK DAY 2019

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TPB Operations Programs Director

TPB Technical Committee
April 5, 2019



Background

- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 17, 2019**
- **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)**
- **115 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**
- **Bicycle Route Finder**

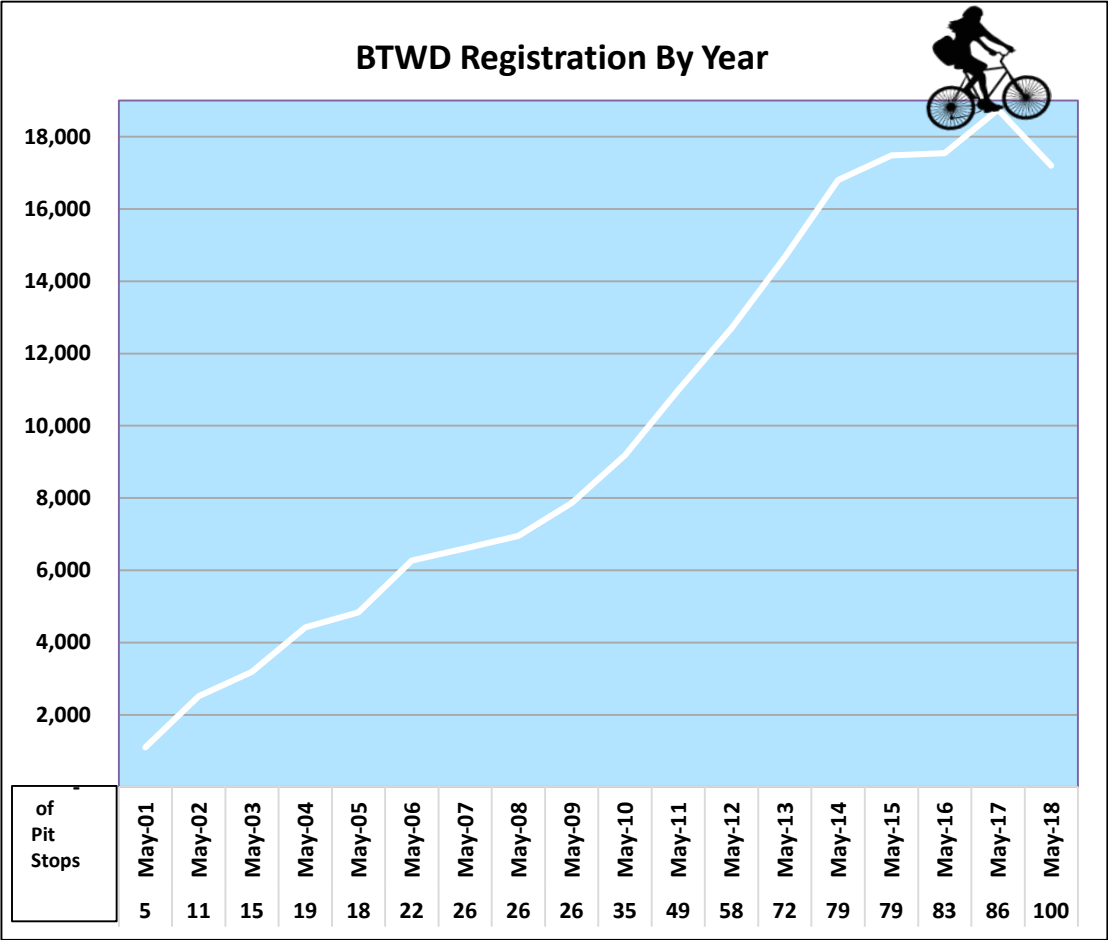


Event Freebies

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



Event Growth by Year



Bike to Work Day

- Coincides with National Bike to Work week
- 17,200 registrants in 2018
- Goal for 2019 is 19,000
- 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

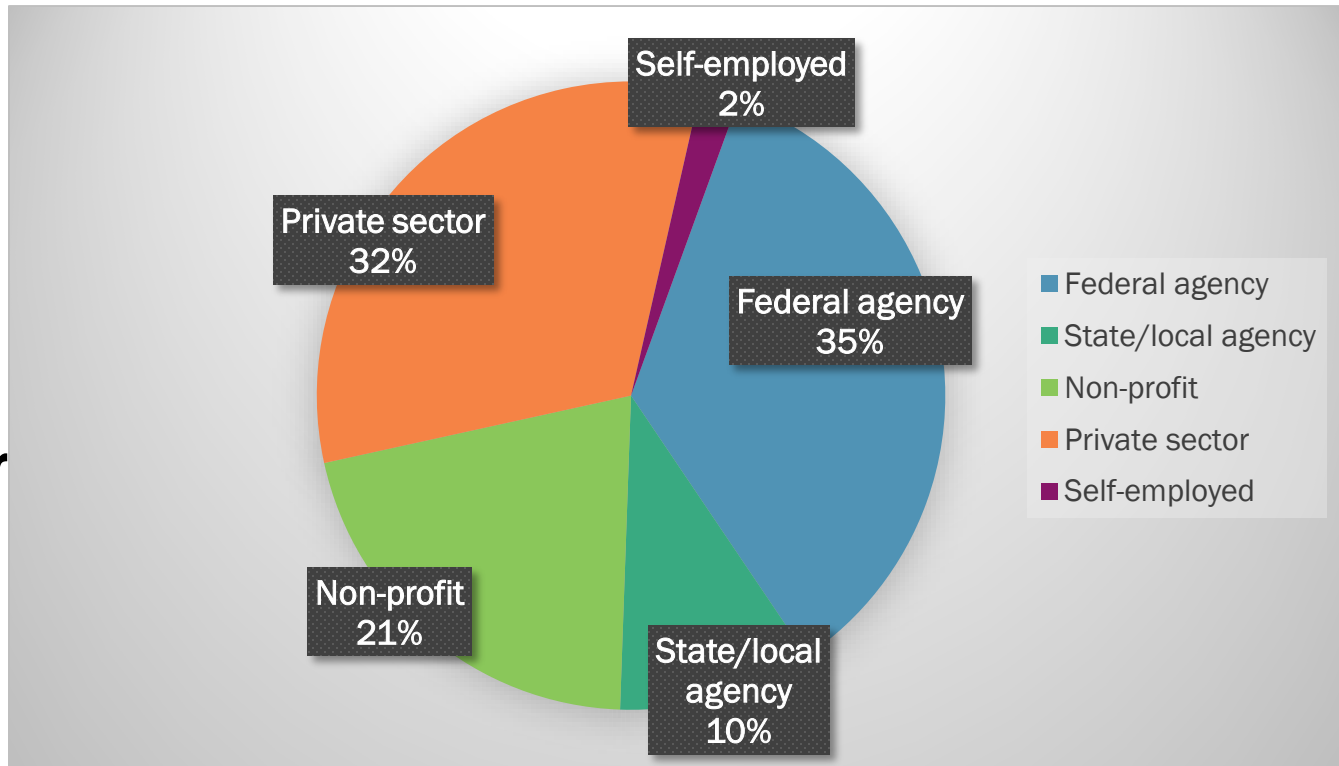
Home and Work States

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



Bike to Work Day 2016 Survey

Type of Employer



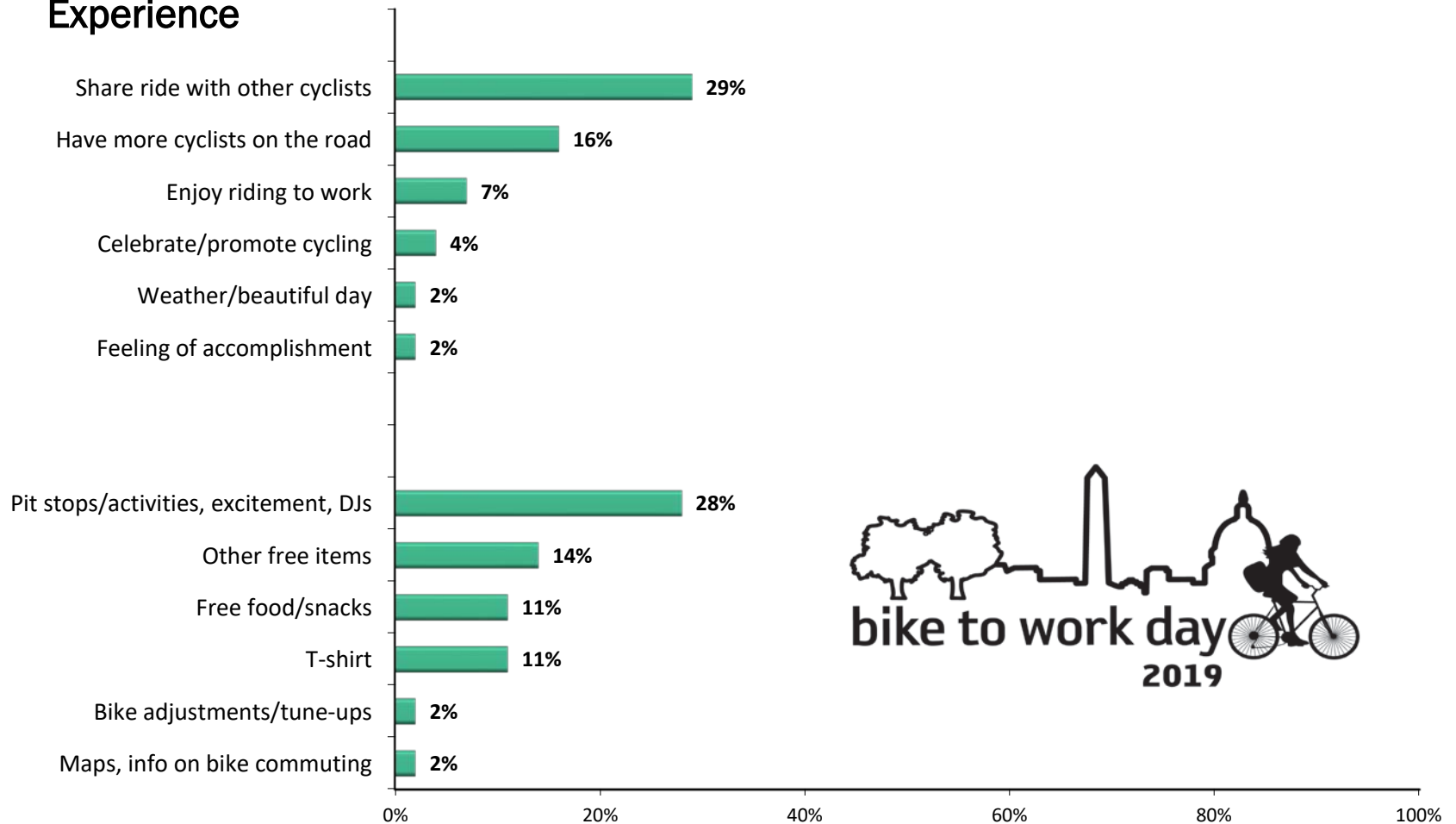
Bike to Work Day 2016 Survey

- **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 17, 2019 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 115 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Free Registration Now Open


Pit Stops

115 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

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area. [Read More...](#)

Sponsors





Social Media



Posters and Rack Cards

Pre-register by May 10 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

BIKE TO WORK DAY 2019

FRIDAY MAY 17

Register free at BIKETOWORKMETRODC.ORG
 800.745.7433

Visit biketoworkmetrodc.org for pit stop locations & times.
 *T-shirts available at pit stops to first 10,000 who register.
 Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2019

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

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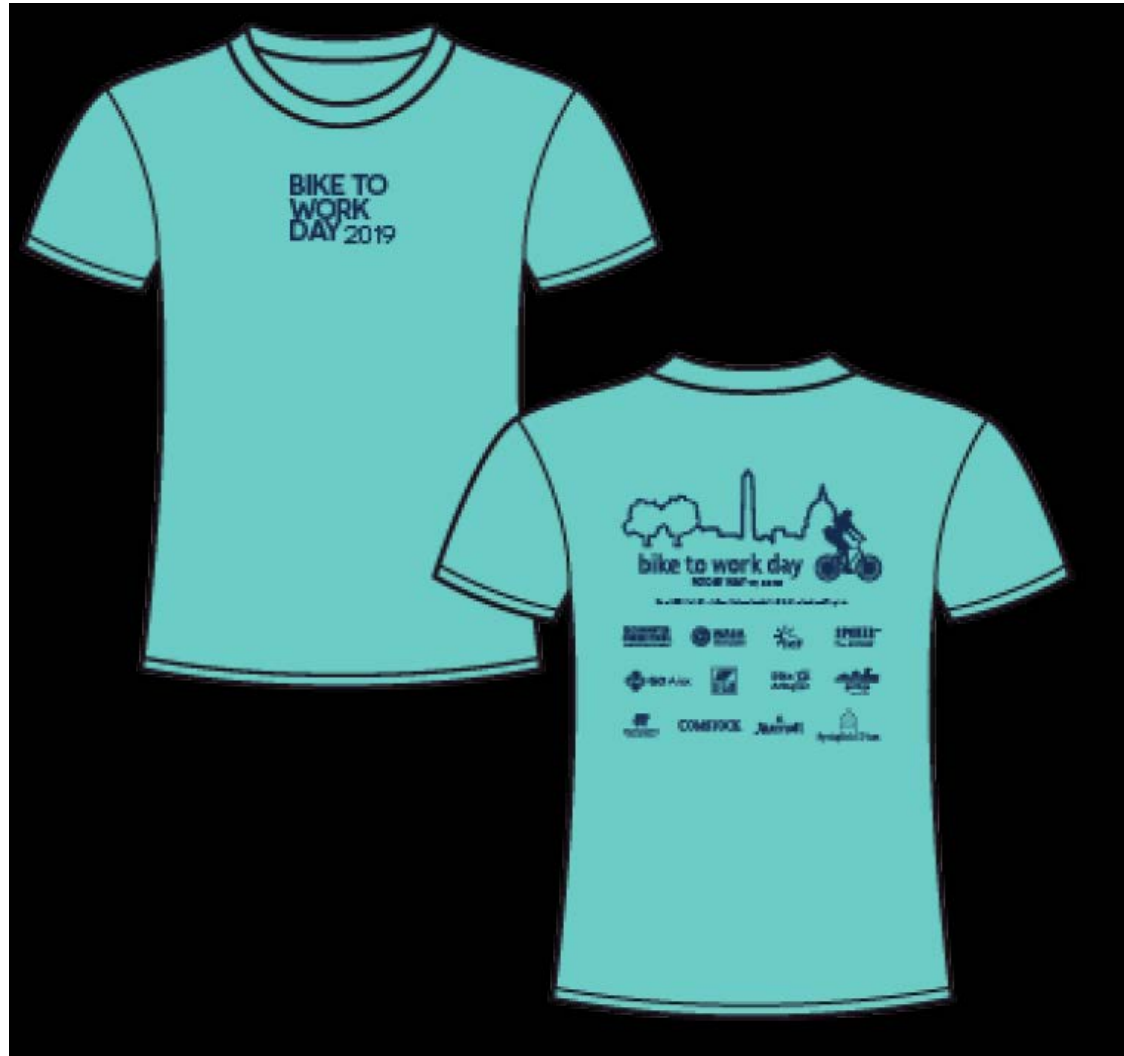
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T-Shirts



Banners



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WEST END AT AMERICAN COLLEGE OF CARDIOLOGY

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



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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK