

BIKE TO WORK DAY 2022

Nicholas Ramfos
TPB Operations Programs Director

TPB Technical Committee
April 1, 2022



Background

- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 20, 2022**
- **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)**
- **96 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**
- **Bicycle Route Finder**

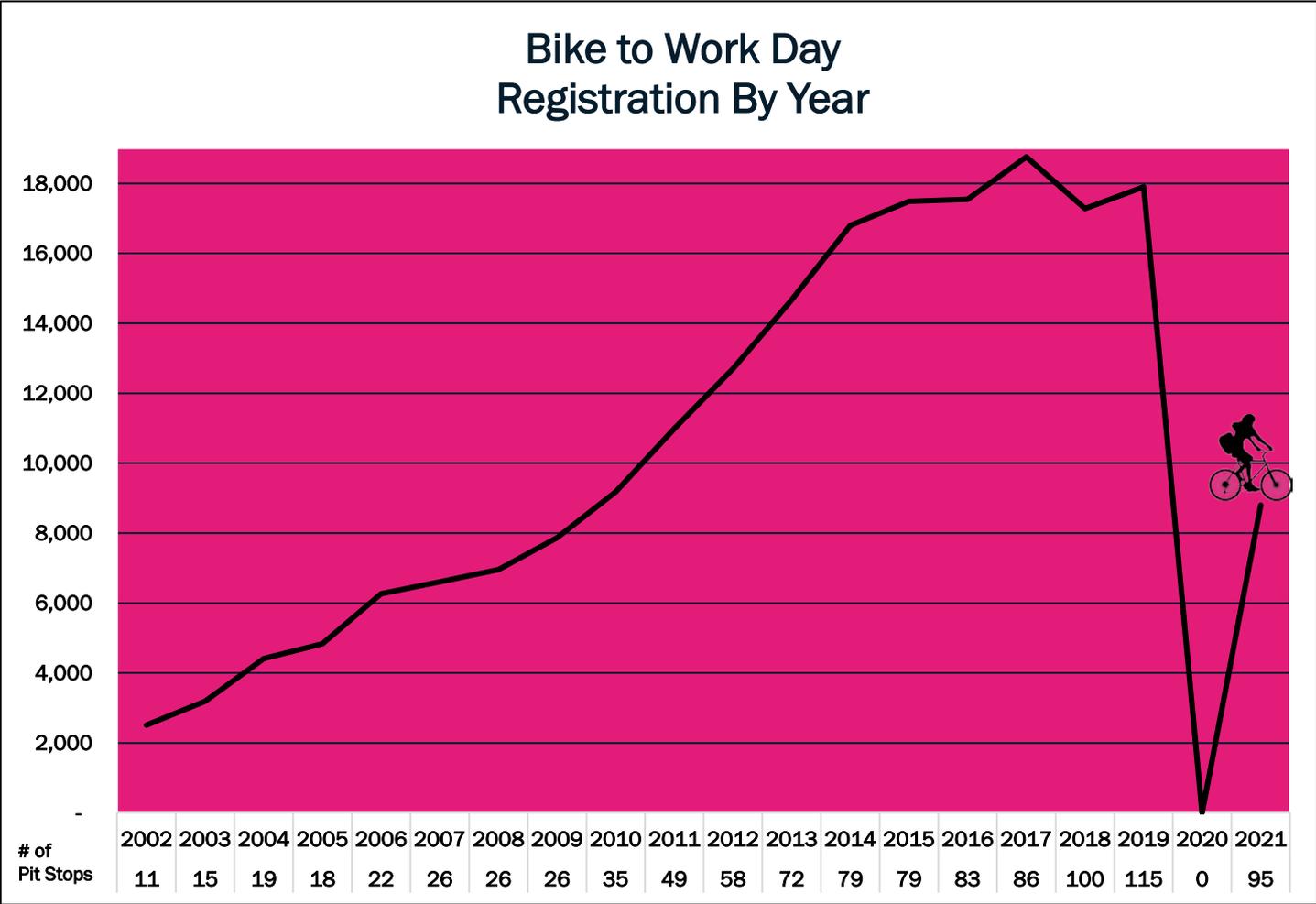


Event Freebies

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

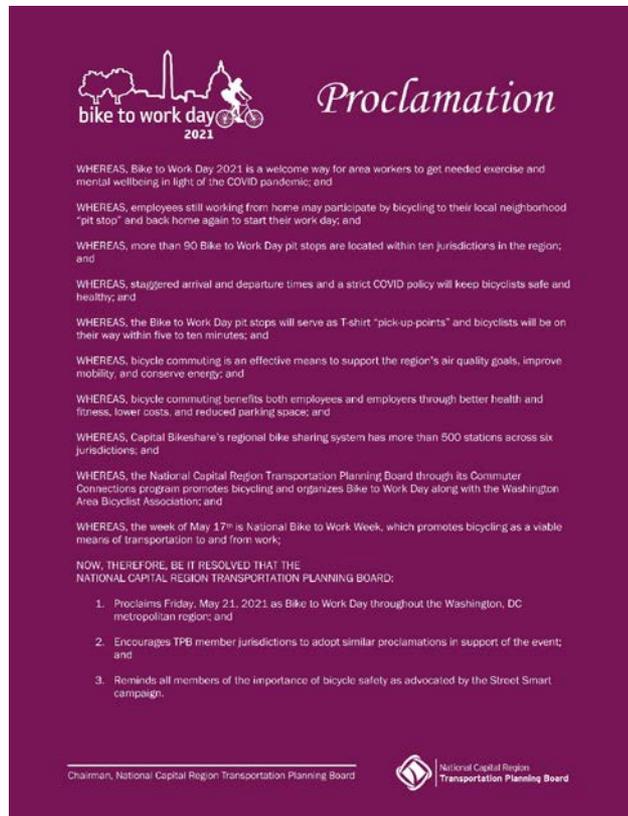


Event Growth by Year



Bike to Work Day

- Coincides with National Bike to Work week
- 8,900 registrants in 2021
- Goal for 2022 is 13,000
- Proclamation at April TPB Steering Committee 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 (2019)**
- **Online survey to all event participants**
- **Response rate of 14 percent**
- **Measures impacts of bicycle commuting before and after event**
- **Survey results used in Regional TDM Program Analysis**



Bike to Work Day 2019 Survey

Age Breakdown

Age	Percent
18-24	2%
25-34	20%
35-44	22%
45-54	23%
55-64	25%
65 +	8%



Bike to Work Day 2019 Survey

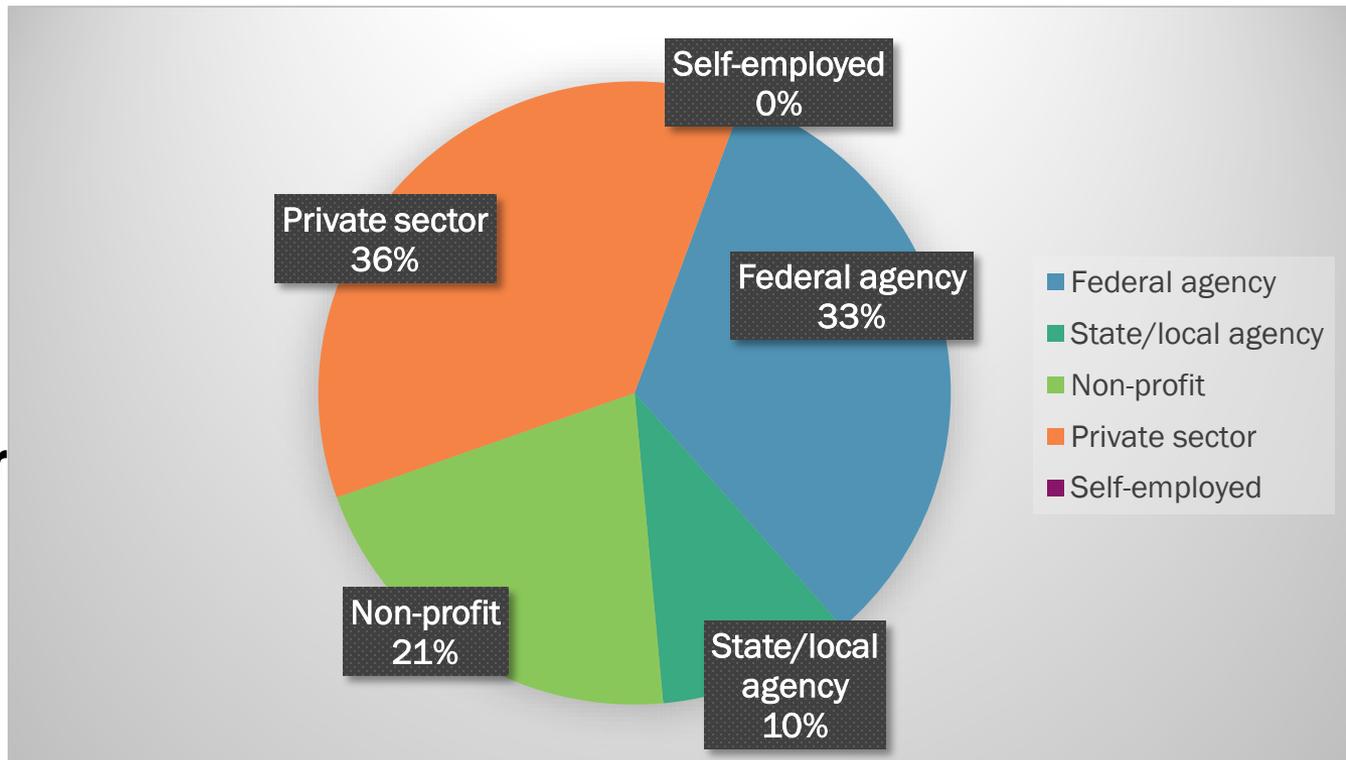
Home and Work States

State	Home	Work
District	32%	50%
Maryland	26%	19%
Virginia	42%	31%



Bike to Work Day 2019 Survey

Type of Employer



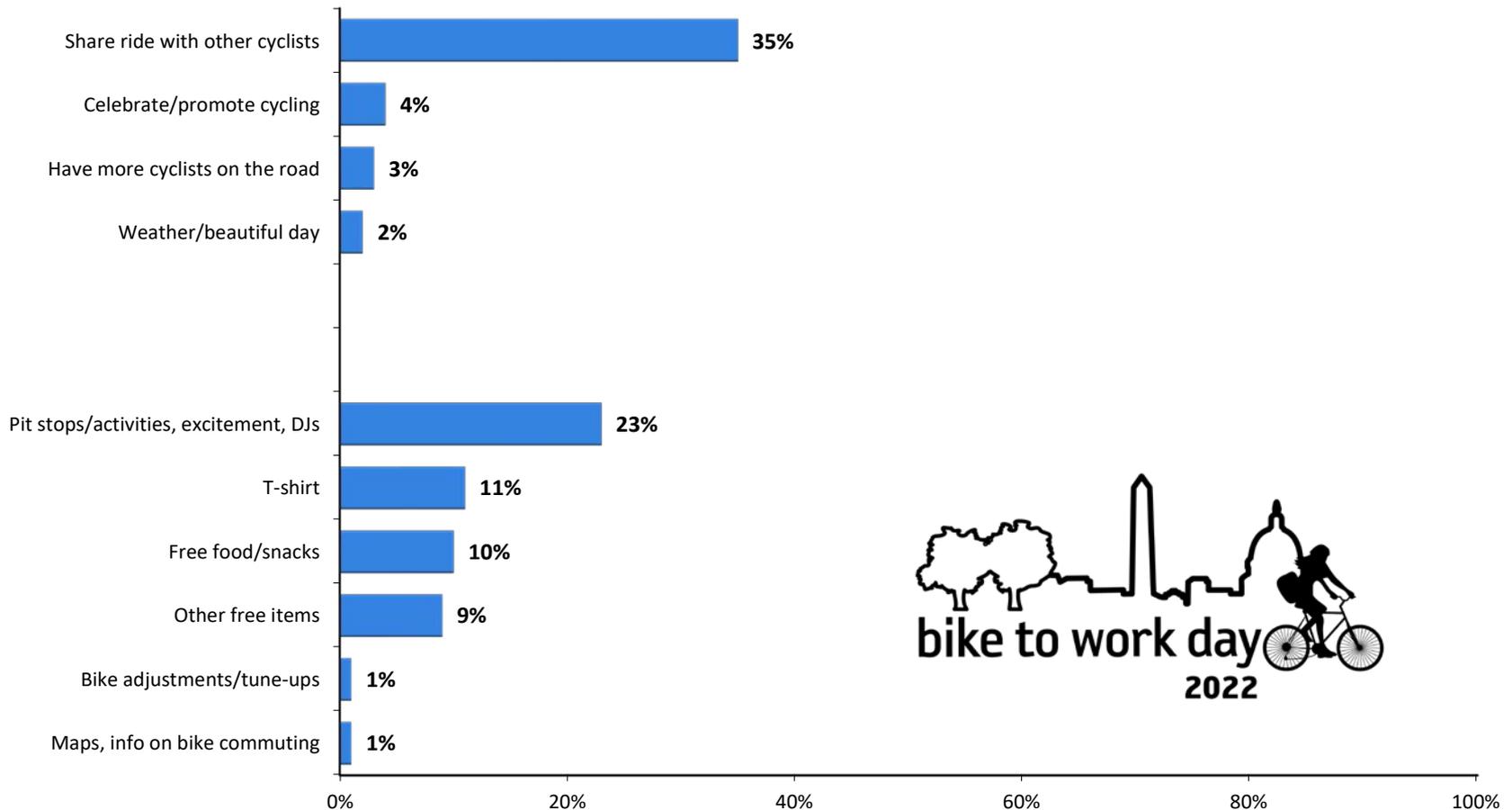
Bike to Work Day 2019 Survey

- **Prior to Bike to Work Day 13% of respondents never commuted by bicycle**
- **After Bike to Work Day**
 - **23% of new rider respondents started bicycling to work 2.5 days/week**



Bike to Work Day 2019 Survey

Favorite Part of 2019 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**

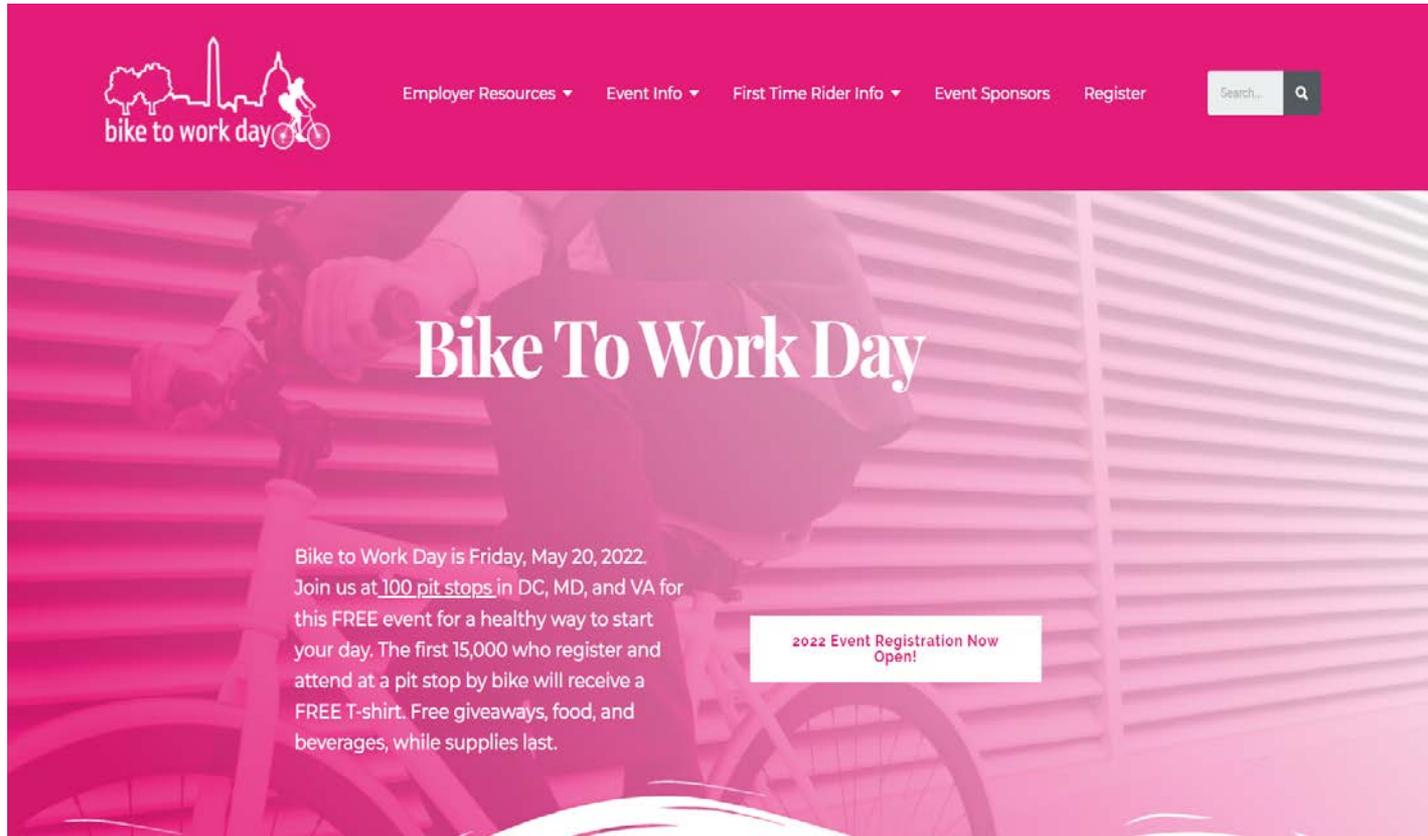


VIP Invitations

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



Website – biketoworkmetrodc.org



Social Media



Bike to Work Day

@biketoworkdaymetrodc · Nonprofit organization

+ Add a button

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← **Commuter Connections**
533 Tweets

Commuter Connections
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

📍 Washington DC biketoworkmetrodc.org 📅 Joined April 2009

281 Following 2,402 Followers

Edit profile



Posters and Rack Cards

Friday, May 20

FREE EVENT - REGISTER AT
BikeToWorkMetroDC.org

Pre-register by May 13 for Free T-Shirt* + Bike Raffle.
Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem!
Bike to your local "pit stop" for your free T-shirt and back home again.

Logos: THE COMMUTER CONNECTIONS, WABA, URBANSTEMS, icf, BILTON LAW FIRM, CityDentalDC, VERRA, NATIONAL LANSING, Bike Arlington, BICYCLE SPACE, FAIR LAKES, AASHIO, BIKES@VIENNA, Giant, MDOT, VDOT, goDCgo, CYCLES, VISIONZERO, BLUEJACKET.

Register free at BIKETOWORKMETRODC.ORG
800.745.7433

Visit biketoworkmetrodc.org for pit stop locations and times.
*T-Shirts available at pit stops to first 15,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

#BTWD2022

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

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

Printed on recycled paper

T-Shirts



Banners



bike to work day
2022

Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

**ADAMS MORGAN
AT UNITY PARK**
Columbia Road/Champlain & Euclid Streets, NW
7:30 am to 9:30 am

BIKE TO WORK DAY 2022 **Friday, May 20**



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

URBANSTEMS

BILTON
LAW FIRM

ICF

VERRA Standards for a Sustainable Future

City Dental DC
serving over 30 years

NATIONAL LANDING

Bike Arlington

BICYCLE SPACE



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National Capital Region
Transportation Planning Board

 **COMMUTER CONNECTIONS.**
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