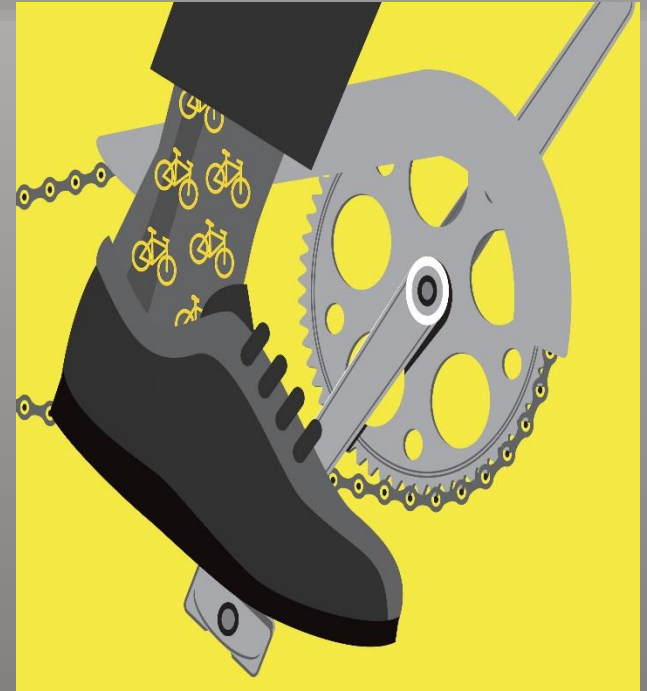


# BIKE TO WORK DAY



## **TPB Technical Committee**

**April 1, 2016**



# Bike to Work Day

- Rolled out regionally in 2001 by Commuter Connections
- Friday May 20, 2016
- Celebrates bicycling as a clean, fun, and healthy way to get to work
- Substantial increases in participation each year



# Bike to Work Day Support for Bicyclists

- Cycling classes
- Bicycling to work guides (pamphlets)
- 83 pit stops throughout region
- Guaranteed Ride Home
- Commuter Convoys

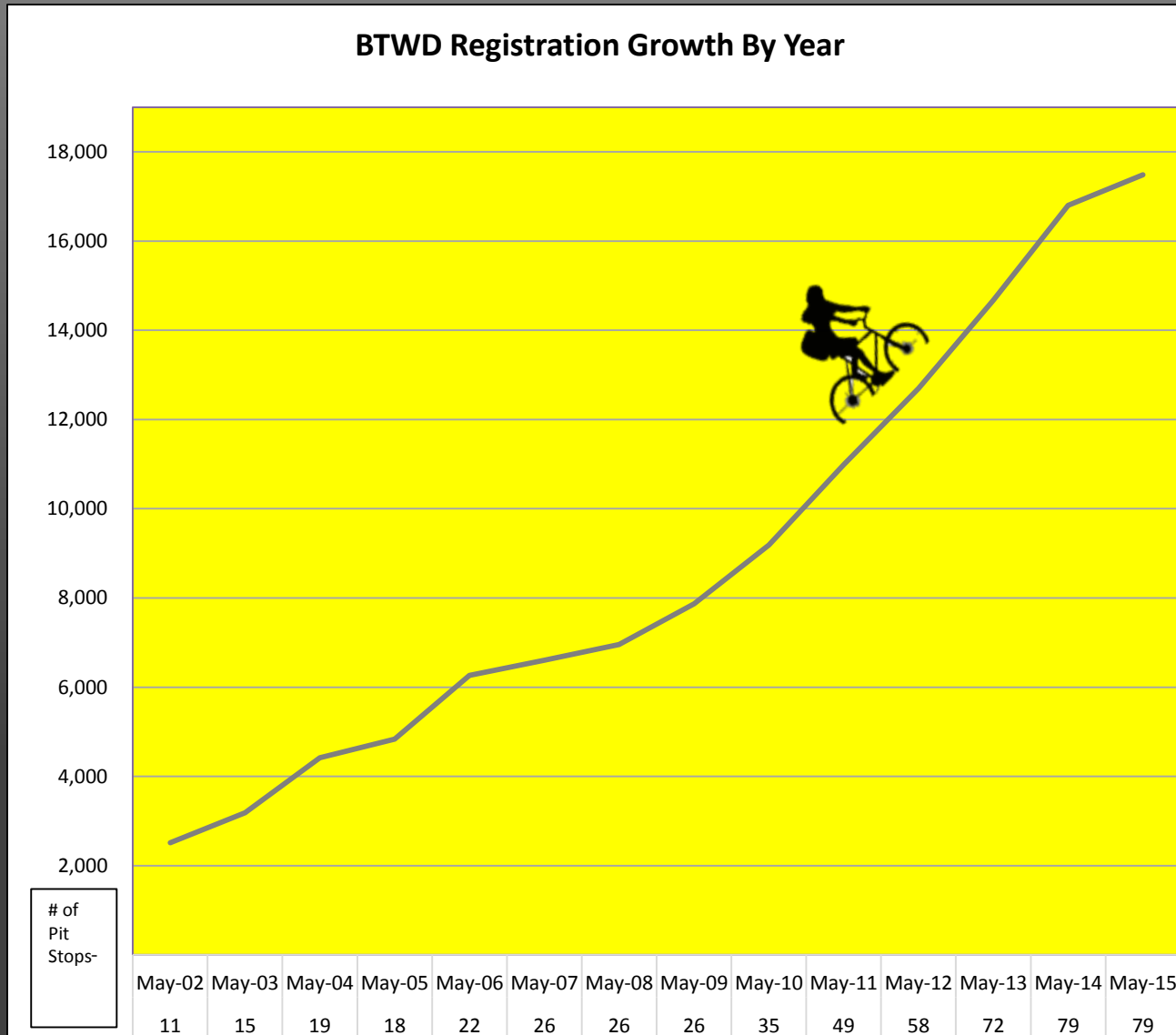


# Bike to Work Day Offers

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

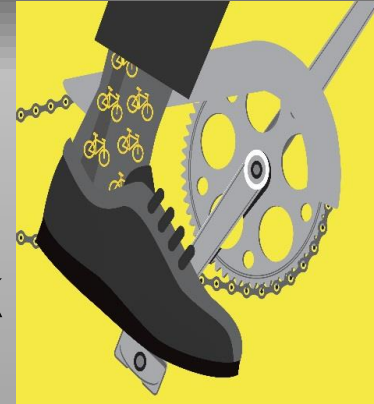


# Event Growth by Year



# Bike to Work Day

- Coincides with National Bike to Work week
- 17,500 registrants in 2015
- Goal for 2016 is 18,500
- Proclamation at April meeting

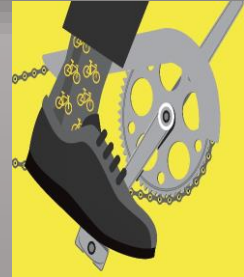


# Bike To Work Day Employers

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



# Employers Support for Bicyclists



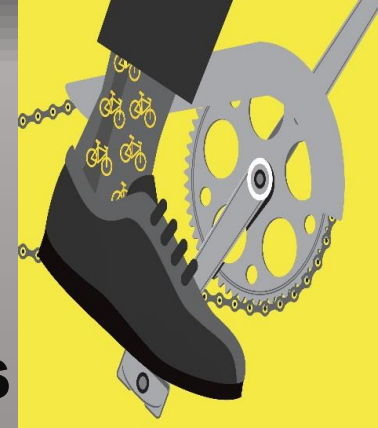
- Bicycles racks
- Bike lockers and cages
- Showers
- Personal gym lockers
- Bike subsidy
- Capital Bikeshare memberships



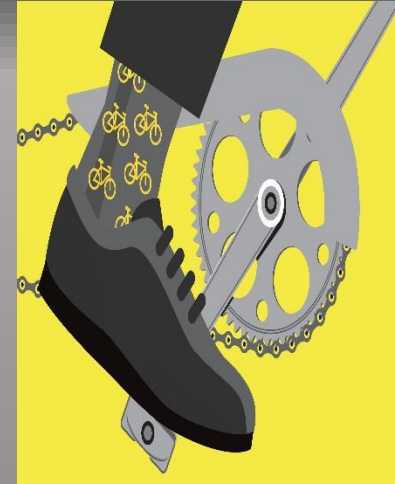


# Bike to Work Day Survey

- **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 Work Day 2013 Survey

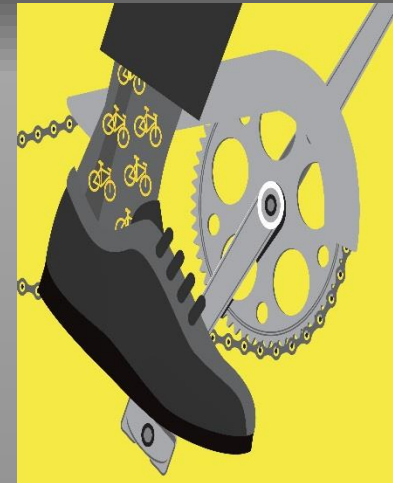


## Age Breakdown

Age	Percent
18-24	3%
25-34	26%
35-44	22%
45-54	28%
55-64	17%
65 +	4%



# Bike to Work Day 2013 Survey

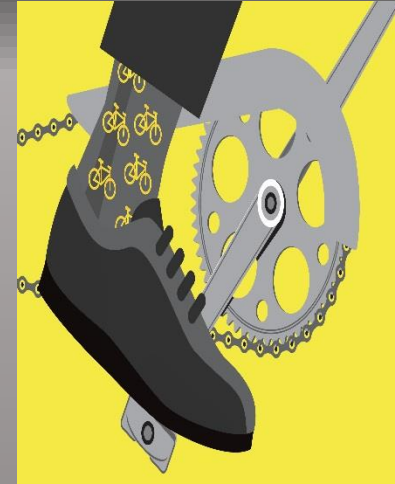
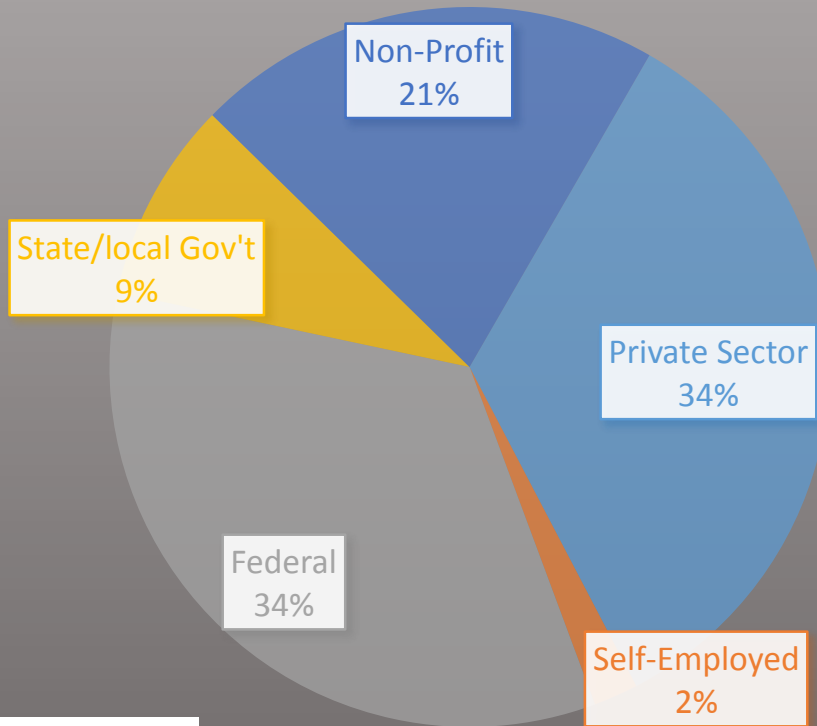


State	Home	Work
District	28%	48%
Maryland	28%	21%
Virginia	44%	31%

Home and Work States



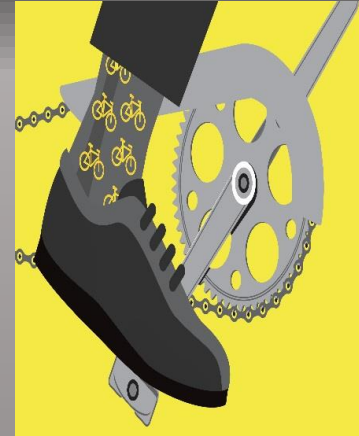
# Bike to Work Day 2013 Survey



Type of  
Employer

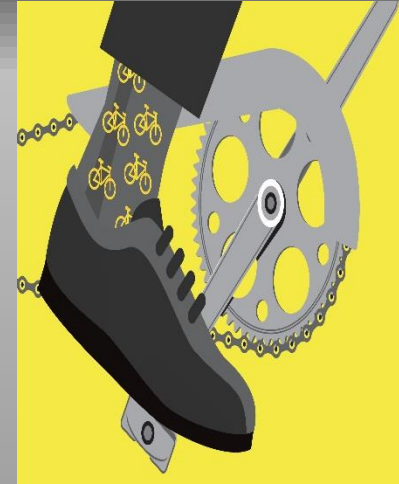
# **Bike to Work Day 2013 Survey**

- **Prior to Bike to Work Day 17% of respondents never commuted by bicycle**
- **After Bike to Work Day**
  - **10% of respondents start bicycling to work 1.4 days/week**



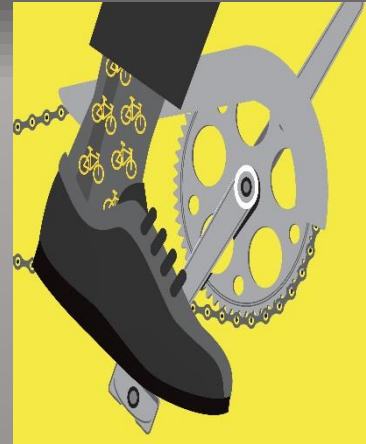
# Rain Date Policy

- **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.**



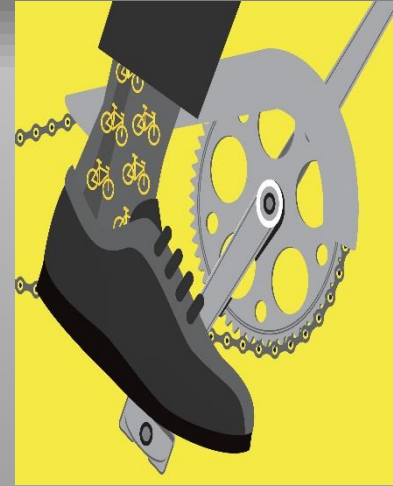
# Rain Date Policy Reasoning

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






# Website

BTWD | Bike To Work Day




## BIKE TO WORK DAY 2016 FRIDAY MAY 20



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

### Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 83 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away.



[Register Free Today!](#)

#### Pit Stops

Eighty three 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 20th. 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

**KIMPTON<sup>®</sup>**  
hotels & restaurants

#### Event Poster

A PDF of the new Bike to Work Day 2016 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

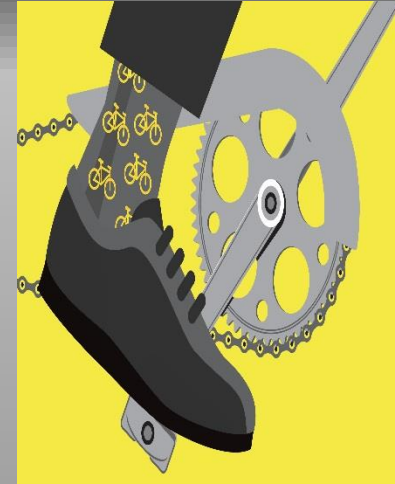
WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.

[Read More ...](#)

© 2016 BTWD



<http://www.biketoworkday.com/> [01/2016 11:21:06 AM]



# Social Media

facebook.

Turn on Instant Replies  
Create an instant response that will be sent to anyone who messages your Page.  
[Edit Settings](#)

**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

www.biketoworkmetrodc.org  
800.745.RIDE

**Bike to Work Day**  
Non-Profit Organization

Sign Up Liked Message

Timeline About Photos Reviews More + Add Shop Section

Search for posts on this Page

Status Photo / Video Offer, Event +

50% response rate, 19-days response time  
Respond faster to turn on the badge

1,960 likes +19 this week

**THIS WEEK**

- 387 Post Reach
- 36 Post Engagement
- 2 Sign Up
- 0 Website Clicks
- 0 of 1 Referrals



Home Moments

Search Twitter Have an account? Log in

**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

800.745.RIDE www.biketoworkmetrodc.org

**bike to work day 2016**

TWEETS 223 FOLLOWING 274 FOLLOWERS 1,629 LIKES 159 LISTS 2

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

**Tweets Tweets & replies Media**

Commuter Connections Retweeted  
MWCOC @RegionForward - Mar 16  
Commuter Connections (@CarFreeMetroDC) Director Nicholas Ramfos says @BikeToWorkDay grows every year #BTWD2016

**DCist** @DCist

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
[Sign up](#)

You may also like Refresh

# Bike to Work Day Posters / Rack Cards



**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Takama Bicycle REI ICF LOCAL MOTION BICYCLE SPACE Bike Arlington

Tools The JBG Companies Marriott AASHIO FAIR LAKES

BikeWorX CRYSTALride Giant AAA BIKES@VIENNA KIMPTON hotels & restaurants

University of the District of Columbia FELT goDCgo ABUS BROMPTON BicyclePASS

Pre-register by May 13 for Free T-shirt\* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for pit stop locations & times.  
\*T-shirts available at pit stops to first 15,000 who register.  
Over 80 pit stops throughout D.C., Maryland, and Virginia.

#BTWD2016

bike to work day 2016

Bike to Work Day is also funded by D.C., MD, VA and U.S. Departments of Transportation.

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433



**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Takama Bicycle REI ICF LOCAL MOTION BICYCLE SPACE Bike Arlington

Tools The JBG Companies Marriott AASHIO FAIR LAKES

BikeWorX CRYSTALride Giant AAA BIKES@VIENNA KIMPTON hotels & restaurants

University of the District of Columbia FELT goDCgo ABUS BROMPTON BicyclePASS

Pre-register by May 13 for Free T-shirt\* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for pit stop locations & times.  
\*T-shirts available at pit stops to first 15,000 who register.  
Over 80 pit stops throughout D.C., Maryland, and Virginia.

#BTWD2016

bike to work day 2016

Bike to Work Day is also funded by D.C., MD, VA and U.S. Departments of Transportation.

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433



**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

Register free at [www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org) or call 800.745.7433

Pre-Register by May 13 for free T-shirt\* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Over 80 Bike to Work Day pit stops located in D.C., Maryland and Virginia

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.

\*T-shirts available at pit stops to first 15,000 registrants.

#BTWD2016

bike to work day 2016

# Bike to Work Day Non-Traditional Market Outreach

- Women and minorities

## Engage with:

- Informational/promotional materials
- Offers of cycling seminars and pit stop representation
- Earned media opportunities to feature women/minority organizations or individuals

**DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016**  
VIERNES 20 DE MAYO

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION

Takoma Bicycle, A&E, ICF, LOCAL MOTION, BIKE SPACE, Bike Arlington, AASHID, FAIR LAKES, KIMPTON, FELT, goDCgo, ABUS, BROMPTON, BicyclePASS, ORTLIEB, pdlw, cannondale, GREEN BIRD, #BTW02016

Regístrese previamente antes del 13 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas. \*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registren.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visít [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrese gratis en [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) o llame al 800.745.7433

Día de la Bicicleta Para ir al trabajo 2016 patrocinado por los departamentos de transporte de los gobiernos locales de Columbia, Maryland, Virginia, y el gobierno federal.

# Bike to Work Day Banner



## EDGEWOOD-MET BRANCH TRAIL

On the Metropolitan Branch Trail  
Above Rhode Island Avenue, NE  
7:00 am to 9:00 am



**BIKE TO  
WORK  
DAY 2016**  
FRIDAY MAY 20



Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433



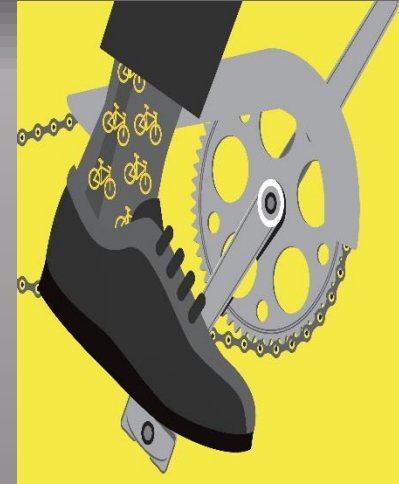
# Q & A

Nicholas Ramfos

Director, Transportation Operations Programs

202.962.3313

[nramfos@mwkog.org](mailto:nramfos@mwkog.org)



National Capital Region  
Transportation Planning Board