

BIKE TO WORK DAY 2023

Nicholas Ramfos
Director, Transportation Operations Programs

National Capital Region Transportation Planning Board
April 19, 2023



Background

- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 19, 2023**
- **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)**
- **108 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**
- **Bicycle route finder**

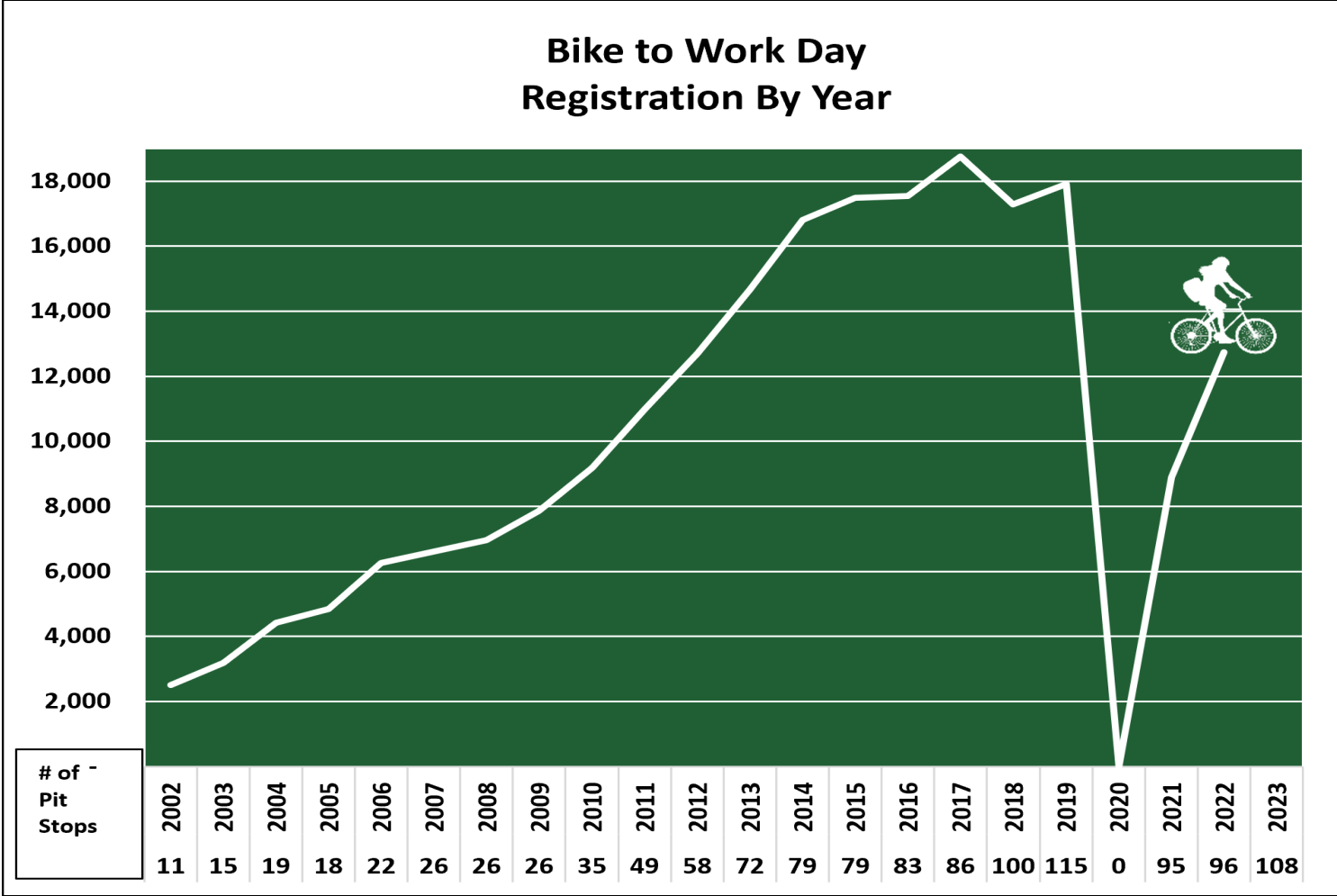


Event Freebies

- 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**
- **12,740 registrants in 2022**
- **Goal for 2023 is 14,000**
- **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 (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

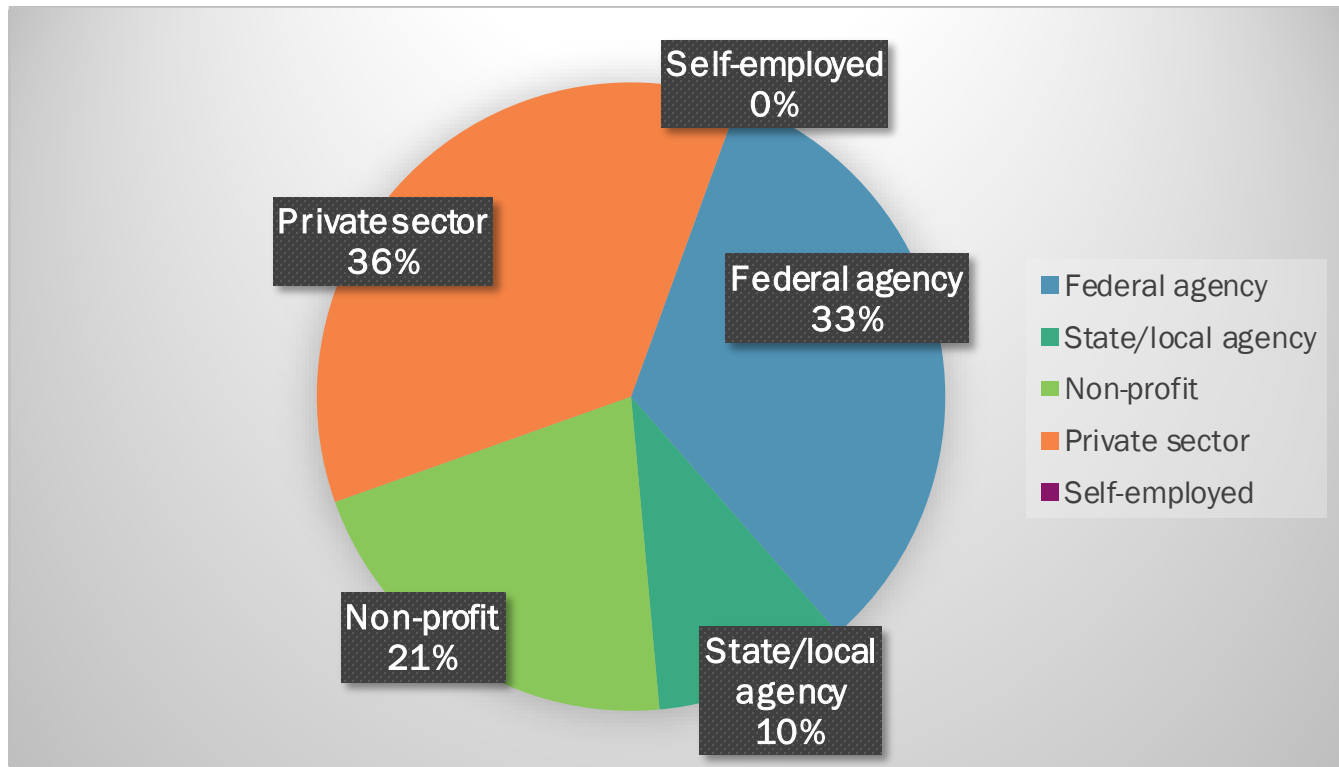
Home and Work States

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



Bike to Work Day 2019 Survey

Type of Employer



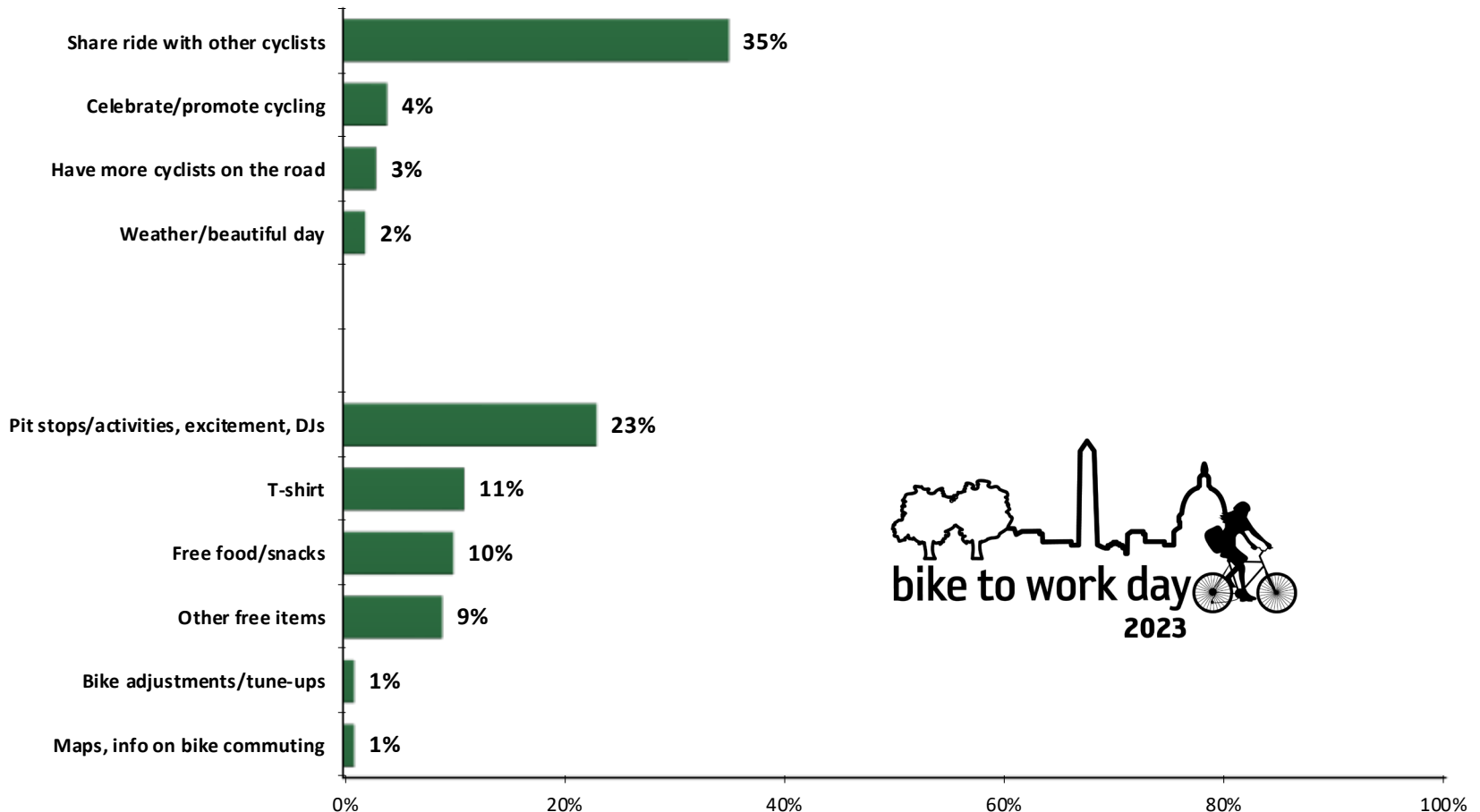
Bike to Work Day 2019 Survey

- **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**

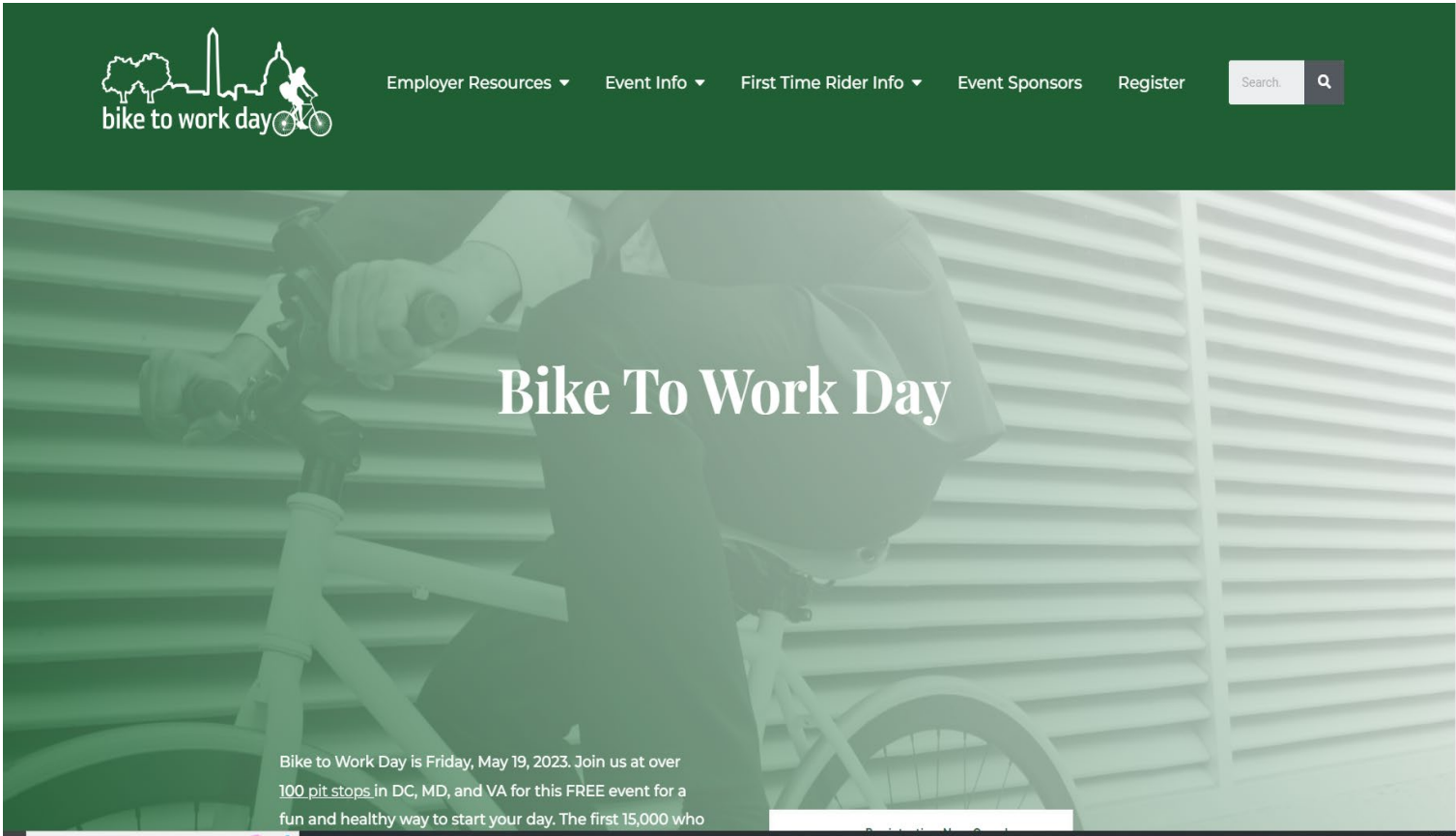


VIP Invitations

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



Website – biketoworkmetrodc.org



Social Media



Posters and Rack Cards

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org

Free refreshments & giveaways at
 participating locations, while supplies last.























Register for 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!

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

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Printed on Recycled Paper



T-shirts



Banners



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2023

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or call 800.745.7433

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

GO Alex

PEDEGO
ELECTRIC BIKES
ALEXANDRIA & BETHESDA

ICF

ALL ABOUT
EUROPE

Bike Arlington

VERRA
Standards for a
Sustainable Future

BICYCLE SPACE

City Dental DC
serving over 20 years

FREE EVENT

**BIKE
TO WORK DAY
FRIDAY
MAY 19, 2023**

ANACOSTIA

ACROSS FROM ARTS CENTER
13th Street & Good Hope Road SE
7:00 am to 9:00 am



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