

ITEM #6

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

TERM EVALUATION PROJECT

**2004 BIKE-TO-WORK DAY
SURVEY RESULTS**

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**Prepared for:
Metropolitan Washington Council of Governments**

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SECTION 1 INTRODUCTION

PURPOSE OF THE SURVEY

This brief report presents results of a survey of commuters who participated in the 2004 regional Bike-to-Work Day event, held on May 7, 2004. This survey was conducted by the Metropolitan Washington Council of Governments (COG) to identify the experience of the participants with the Bike-to-Work Day event and to assess participants' use of bike for commute travel before and after the event. The results of the survey described in this summary will be used in the 2002-2005 Transportation Emission Reduction Measure (TERM) evaluation of the Employer Outreach for Bicycle TERM.

SURVEY METHODOLOGY

The survey presented in this report was conducted by COG in November 2004, with assistance from LDA Consulting and CIC Research, Inc. The questionnaire was the same as that used in the 2003 BTWD survey, with a few minor modifications to update the survey for 2004.

COG e-mailed copies of the survey to 4,200 commuters who had participated in the event. All event participants had registered through Commuter Connections' website, thus this email list included all event participants. The recipients were asked to complete the questionnaire and return it to COG by e-mail. A copy of the questionnaire is provided in Appendix A.

COG received 1,240 completed questionnaires, for a response rate of 30%. The survey sample of 1,240 offers a statistical accuracy of +2.3% at a 95% confidence level.

SURVEY DATA COLLECTED

The following information was collected with the survey: source of information on Bike-to-Work (BTW) Day and participation in past BTW Day events, use of bike for commuting before BTW Day, use of bike for commuting after BTW Day, current bike use for commuting and non-commute trips, and demographics. Section 2 presents a summary of the results of these survey topics. Survey result percentages presented in the results tables show percentages of the number of respondents for the relevant questions, indicated as "n=___."

SECTION 2 SUMMARY OF RESULTS

2004 BIKE TO WORK DAY PARTICIPATION

Source of Information on 2004 BTW Day (Table 1)

- The most common source of information about BTW Day was from a family member, co-worker, or friend. More than a quarter of respondents (27%) indicated that they learned of the 2004 BTW Day event from one of these personal contact sources.
- About one in five learned of the event from a newspaper article or advertisement (20%) or from a flyer or brochure they received in the mail (20%).
- One in eight respondents said they heard of the event through their employers (14%) or from the Washington Area Bicyclists Association (WABA) (13%).
- Small percentages reported other sources of information on BTW Day.

Table 1 – 2004 BTW Day Information Source

(n=1,240)

Information Source	Percentage
Family member, co-worker, or friend told me	27%
Saw newspaper article or advertisement	20%
Received flyer/brochure by mail	20%
My employer told me	14%
Washington Area Bicyclists Association	13%
E-mail	6%
Heard on radio or television	5%
Internet/web site	4%
Participated in the past	3%
Sign/banner on bike trail	2%
Pamphlet at bike store, gym	2%
Bike club	1%
Other	1%

Past Participation in BTW Days (Table 2)

- About half (48%) of participants said this was their first BTW Day event
- 52% said they had participated in a BTW Day before 2004

- About half (47%) of the respondents said they also participate in the 2003 BTW Day and about a third (30%) participated in 2002. Smaller percentages said they participated in events in years before 2002.

Table 2 – Past BTW Day Events Attended

(n=1,240)

Other BTW Days	Percentage
2003	47%
2002	30%
2001	19%
2000	10%
1999	7%
1998	6%

BIKE COMMUTING BEFORE AND AFTER BTW DAY

Bike Commuting Before Participating in BTW Day

- A large majority (77%) of respondents said they had commuted to work by bicycle before they participated in BTW Day. About 23% said they did not commute by bike before they participated in the event.

Bike Commuting After Participating in BTW Day (Table 3)

- As shown in Table 3, the majority of respondents (66%) said they were biking to work before BTW Day and continued to bike the same number of days per week after the event.
- About 14% said they were biking to work before, but started biking more often after BTW Day. A small percentage (1%) said they started to bike to work less often after BTW Day.
- About one in ten (10%) respondents said they did not commute by bike before they participated in the event, but started to bike to work after BTW Day.
- About 13% said they did not bike to work before BTW Day and still did not bike to work after the event.

Table 3 – Start or Increase Use of Bike for Commuting After BTW Day

(n=1,240)

Bike Commuting After BTW Day	Percentage
Didn't bike to work before BTW Day	23%
Started to bike to work	10%
No, did not bike before and did not start	13%
Biked to work before BTW Day	77%
Bike to work same as before	66%
Started to bike to work more often	10%
Started to bike to work less often	1%

Frequency of Bike Commuting Before and After Participating in BTW Day (Table 4)**Before BTW Day**

- Respondents who said they did bike to work before the event used this mode 2.4 days per week.
- About a third (38%) of the respondents said they regularly biked to work (3 or more days per week). About one in six (16%) respondents commuted by bike full-time (five days per week). Another 22% said they biked to work three or four days per week.
- About four in ten respondents said they were “occasional” bike commuters; 16% rode to work one or two days per week and an additional 23% said they rode to work less than one day per week.

Table 4 – Average Frequency of Bike Commuting Before and After BTW Day

(n=1,228)

Frequency of Bike Commuting	Percentage Before BTW Day	Percentage After BTW Day
5 days per week	16%	17%
3-4 days per week	22%	26%
1-2 days per week	16%	18%
Less than one day per week	23%	25%
No days	23%	13%
Average frequency	2.4	2.4

After BTW Day

- As shown in the last column of Table 4, only about 13% of total respondents did not bike at all after BTWD, compared with 23% of respondents before BTWD. This difference corresponded to the 10% “new riders.”
- Respondents who said they biked to work after BTW Day rode an average of 2.4 days per week. This was the same average frequency as before BTWD.
- After BTWD, respondents who were new riders rode less frequently (1.3 days per week) than did respondents who had been biking to work before BTWDay (2.7 days per week).

Still Bike to Work (Table 5)

- More than two-thirds (69%) of respondents said they were still biking to work, either regularly (36%) or occasionally (33%), during the fall (November/December) after the event.
- The remaining 31% said they were not biking then.
- Respondents who commuted by bike during the fall/early winter used this mode an average of 2.3 times per week.
- Respondents who were new riders after BTWD rode less often during the fall/winter (1.1 days per week) than did respondents who had been riding before BTWD (2.6 days per week).

Table 5 –Bike to Work Fall/Early Winter

(n=1,240)

Still Bike to Work	Percentage
Yes	
Bike to work regularly	36%
Bike to work occasionally	33%
Average days per week riding	2.3
No, do not still bike to work	31%

Why Participants Do Not Still Bike to Work (Table 6)

- Two-fifths (42%) of respondents who said they were not still riding in the fall/early winter said it was because they did not want to ride in inclement weather.
- About a third said they either did not feel safe riding (35%) or because it was too far to ride on a regular basis (31%).
- Approximately two in ten respondents do not ride to work because they did not have a place to shower or change after riding (18%) or because they had changed jobs or moved (17%). Presumably this resulted in the commute no longer being appropriate for bicycling.

Table 6 – Why Not Still Biking to Work *

(n=354)

Why Not Still Biking to Work	Percentage
Don't like to ride in rain/cold/hot weather	42%
Don't feel safe, no safe route	35%
Too far to ride on a regular basis	31%
No place to shower/change after riding	18%
Changed jobs/moved	17%
No place to store bike	10%
Need car for work/after work/for personal business	8%
Dark by the time I go home	5%
Retired/work at home now	4%
Live close/easier to walk	3%
Health/injury reasons	3%
Takes too long	2%
Inconvenient – have to carry too much to work	1%
Other	7%

* Multiple responses permitted

Use of Bike for Non-work Trips After Participating in BTW Day (Table 7)

- About seven percent of respondents said they started to ride their bikes for non-work trips after they participated in BTW Day.
- About one in seven (15%) said they biked more often for non-work trips after BTW Day than they did before the event.
- The majority of respondents (78%) said they did not make any changes in their use of biking for non-work trips.

Table 7 – Start or Increase Use of Bike for Commuting After BTW Day

(n=1,240)

Non-work Biking After BTW Day	Percentage
Started to ride for non-work trips	7%
Started to ride more often for non-work	15%
Did not make any changes in non-work trips	78%

OTHER COMMUTE INFORMATION

Commute Mode on Non-Bike Days (Table 8)

- About four in ten (43%) respondents said they drive alone to work on days they do not bicycle.
- But the majority of respondents said they use another commute alternative on days they do not bicycle. About one-third (36%) ride Metrorail, seven percent carpool or vanpool, six percent ride a bus, and five percent walk.

Table 8 – Non-Bike Commute Modes

(n=1,240)

Commute Modes on Non-Bike Days	Percentage
Drive alone	43%
Metrorail/other train	36%
Carpool/vanpool	7%
Ride a bus	6%
Walk	5%
Only ride bike	1%
Other	2%

Travel Distance (Table 9)

- The average commute distance of respondents was 10.0 miles one way.
- About a quarter (23%) traveled fewer than 5 miles to work.
- Almost two-thirds (64%) traveled fewer than 10 miles.

Table 9 – Commute Distance

(n=1,200)

Commute Distance	Percentage	Cumulative Percentage
Less than 2 miles	5%	5%
2 – 4.9 miles	18%	23%
5 – 9.9 miles	39%	64%
10 – 15 miles	18%	82%
More than 15 miles	12%	100%
Average distance	10.0 miles	

BIKE COMMUTE ASSISTANCE OFFERED BY EMPLOYERS

Commute Assistance Services (Table 10)

- A third (33%) of respondents said their employers offered some type of commute assistance information or services to employees who biked to work.

Table 10 – Commute Assistance Services Offered

(n=1,215)

Service	Percentage
Showers	16%
Locker room/private office to change	8%
Indoor bike rack/parking/storage	20%
Bike parking in garage	3%
Bike security/safe area to lock bike	2%
Subsidy/Metrochek/SmartBenefit	5%
Commuting information and maps	2%
Other	2%

- One in five respondents noted that their employers provided some type of bike storage, such as bike racks or storage lockers. Sixteen percent said the employer offered personal showers and eight percent said they had access to a locker room

- A few employers offered other bike services such as: Metrochek/other subsidies (5%) or commute information and bike maps or guides (2%).

Requested “Biking to Work in the Washington Area Guide”

- About 16% respondents said they had requested a copy of the bicycling guide produced by Com-muter Connections, “Biking to Work in the Washington Area Guide.” The remaining 84% said they had not requested the guide.

APPENDIX A – SURVEY QUESTIONNAIRE
2004 Bike-to-Work Day Survey

The Metropolitan Washington Council of Governments and the Washington Area Bicyclists Association are conducting this survey to learn about the commute travel of participants in the Bike-to-Work Day event held in May 2004. Please take a few minutes to answer this brief questionnaire and **return it to MWCOG at the following address:** _____. If you have questions, call us at (800) 745-RIDE. Thanks for your help.

1. How did you hear about the 2004 Bike-to-Work Day?

- Received a flyer/brochure by mail Saw a newspaper article or advertisement
 My employer/boss told me Family member, co-worker, or friend told me
 Heard it on the radio or television Other _____

2. Was 2004 the first year you participated in the Bike-to-Work Day event?

- Yes (*Skip to Question 3*)
 No, I also participated in (check all that apply):
 2003 2002 2001 2000 1999 1998

3. Did you ever commute to work by bicycle before you participated the Bike-to-Work Day?

- Yes No (*Skip to Question 5*)

4. On average, how often did you ride your bicycle to work before Bike-to-Work Day?

- 5 days per week 3-4 days per week 1-2 days per week
 1-3 days per month Less than 1 day per month Other _____

5. After you participated in Bike-to-Work Day, did you start riding your bicycle to work or did you ride your bicycle to work more often than before?

- Yes, started to ride to work Yes, started to ride to work more often
 No (*Skip to Question 8*)

6. On average, how often did you ride your bicycle to work after Bike-to-Work Day (June through October)?

- 5 days per week 3-4 days per week 1-2 days per week
 1-3 days per month Less than 1 day per month Other _____

7. Do you still bicycle to work?

- Yes, still ride to work regularly (*Skip to Question 9*)
 Yes, still ride to work at least occasionally (*Skip to Question 9*)
 No, do not ride anymore

8. Why do you not ride your bicycle to work? (check all that apply)

- Don't feel safe/no safe route Don't like to ride in winter/cold weather
 Need my car for work Too far to ride on a regular basis
 Changed jobs/moved No place to shower or change after riding
 No place to store my bicycle Other _____

9. On days you do not ride your bicycle, how do you usually commute to work? (If you use more than one method, check the one you use most often)

- Drive alone Carpool Vanpool Walk
 Metrorail Ride a bus Commuter train (MARC, VRE, AMTRAK)
 Other _____

10. How many miles is your commute from home to work (one-way)? _____ miles

11. After you participated in Bike-to-Work Day, did you **start riding** your bicycle for non-work trips (for example, errands or shopping) or did you **start riding your bicycle more often** than before for these trips?

- Yes, started to ride for non-work trips
 Yes, started to ride more often for non-work trips
 No I have usually bicycled for non-work trips
 have usually bicycled for non-work trips

12. Does your employer offer any commute assistance information or services to employees who bike to work?

- Yes (please list types of services) _____
 No

13. Have you ever requested a copy of the Commuter Connections pamphlet "Biking to Work in the Washington Area Guide" from MWCOG?

- Yes No

14. In what zip code is your home? _____

15. In what zip code is your workplace? _____

16. If you have any suggestions for how we could improve Bike-to-Work Day, please provide them below.

If you would like us to send information on Bike-to-Work Day 2005 to your employer, please provide a contact name and address below.

Thank you for completing this questionnaire. Your responses will be confidential.

If you would like to register for Bike-to-Work Day 2005, please sign up on the website of the Washington Area Bicyclists Association, www.WABA.org or call _____ at MWCOG (800-745-RIDE)