



2016 Bike to Work Day Participant Survey Highlights

Bike to Work Day Steering Committee
March 8, 2017





Survey Methodology

- Online survey of May 2016 BTWD event participants
 - Survey conducted in November 2016
 - 3,537 responses, 21% response rate
- Collect data for COG TERM analysis
 - Define new and increased bike commuting
 - Before BTWD
 - After BTWD (summer and fall)
 - Estimate vehicle trips and VMT reduced
- New event satisfaction questions added in 2016

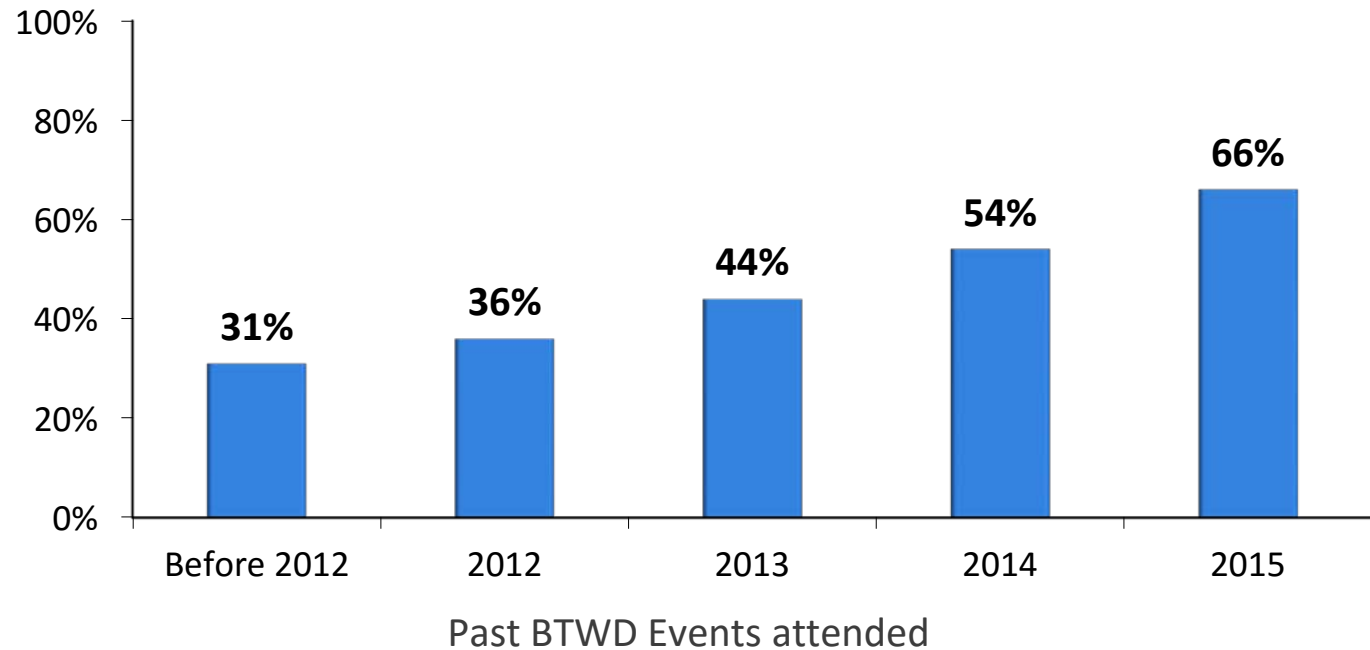
Demographics

BTWD Participant % vs Regional Worker %

- **Overwhelmingly white** – 90% vs 45%
- **Predominantly male** - 64% vs 51%
- **Older** – 52% were 45 years or older vs 43%
- **Work for large org** – 53% 250+ employees vs 39%

Regional data from 2016 SOC

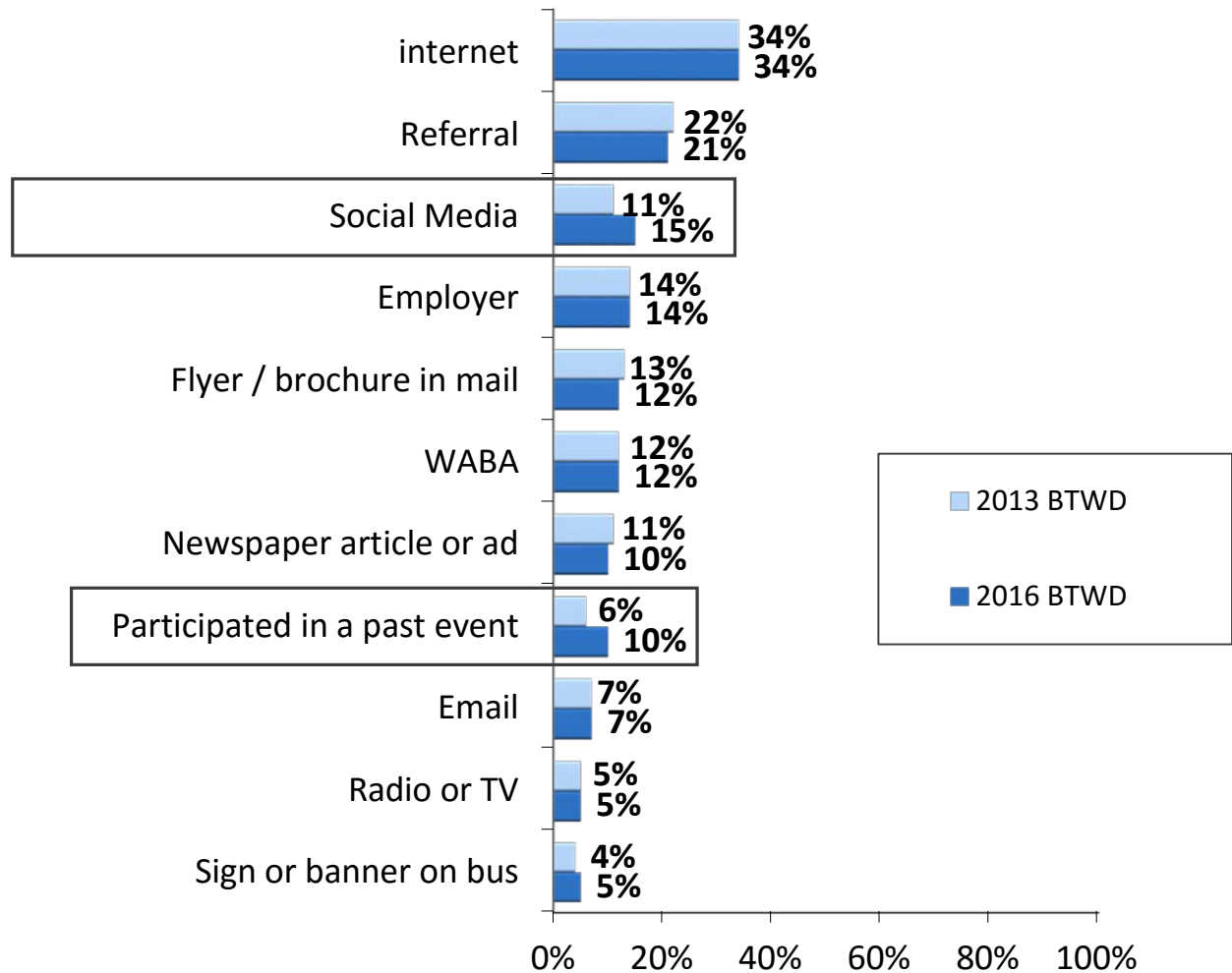
Previous BTWD Event Attendance



n = 3,537

Q2 Was 2016 the first year you participated in the Bike-to-Work Day event? If not— Other years _____

Source of Hearing about BTWD 2016



2013 BTW
n = 4,253

2016 BTW
n = 3,537

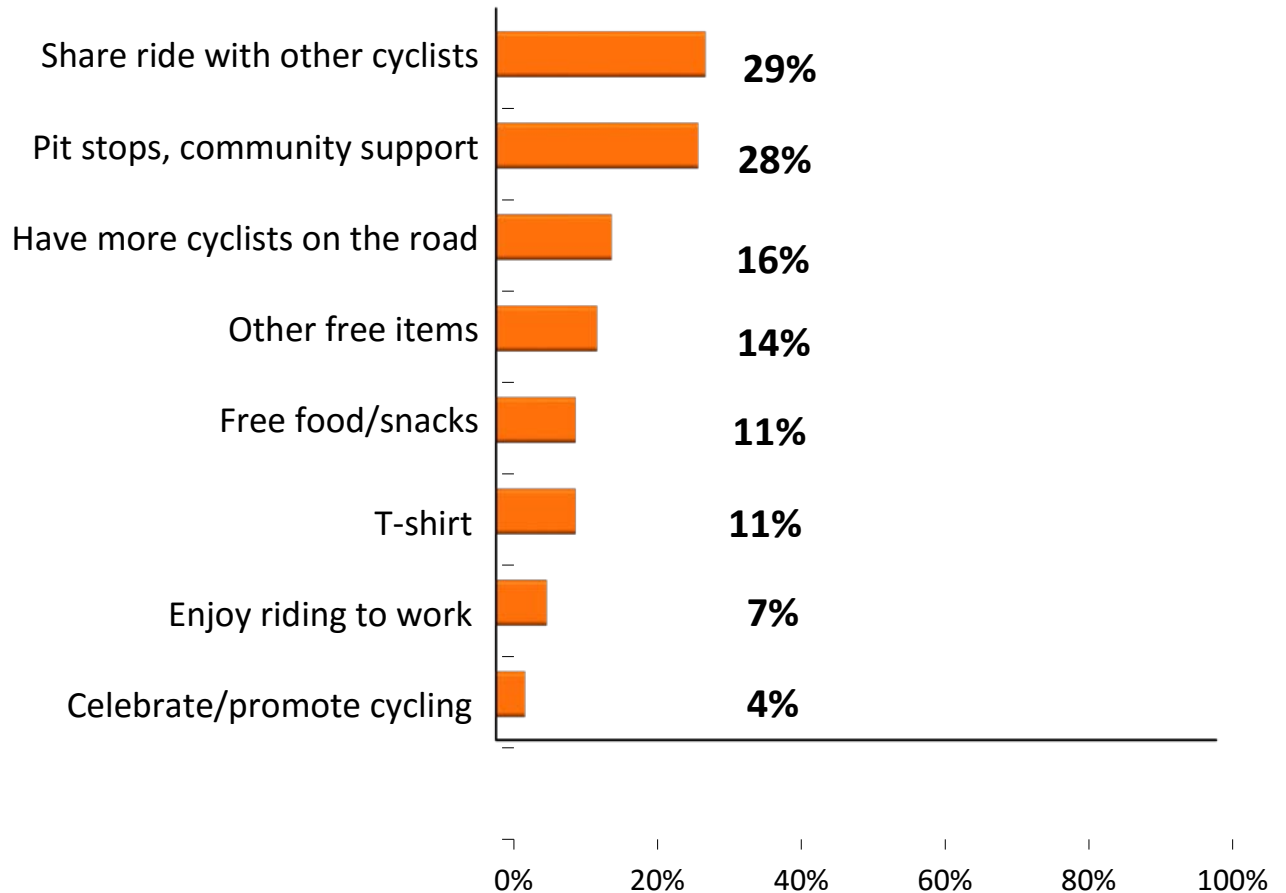
Q1 How did you hear about the 2016 Bike-to-Work Day?



Likeliness to Participate Again and Recommend BTWD?

- Likely to participate in another BTWD event?
 - Very likely – 95%
 - Somewhat likely – 5%
 - Likely to recommend BTWD to others?
 - Very likely – 89%
 - Somewhat likely – 10%
-

Best Experience of BTWD 2016



n = 2,996

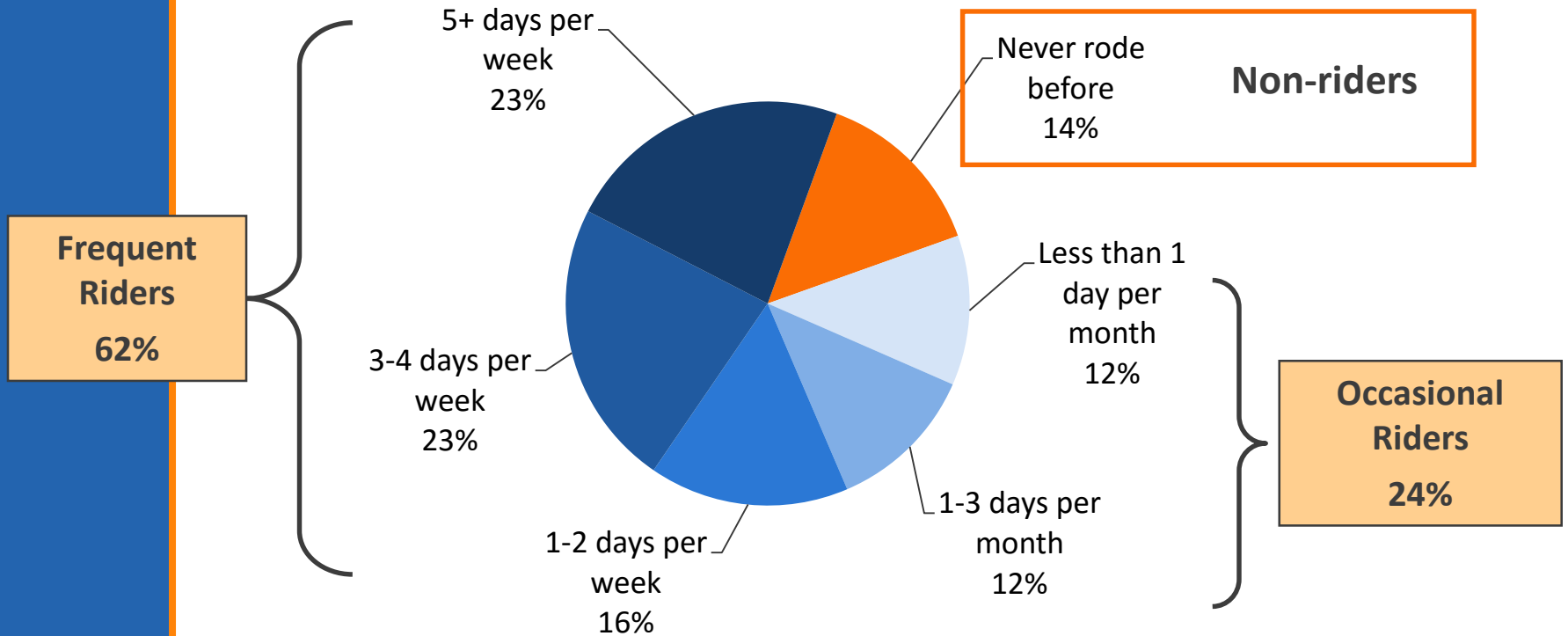
Q1a What was your favorite part of the 2016 Bike-to-Work Day event experience?



Travel Before / After Bike to Work Day

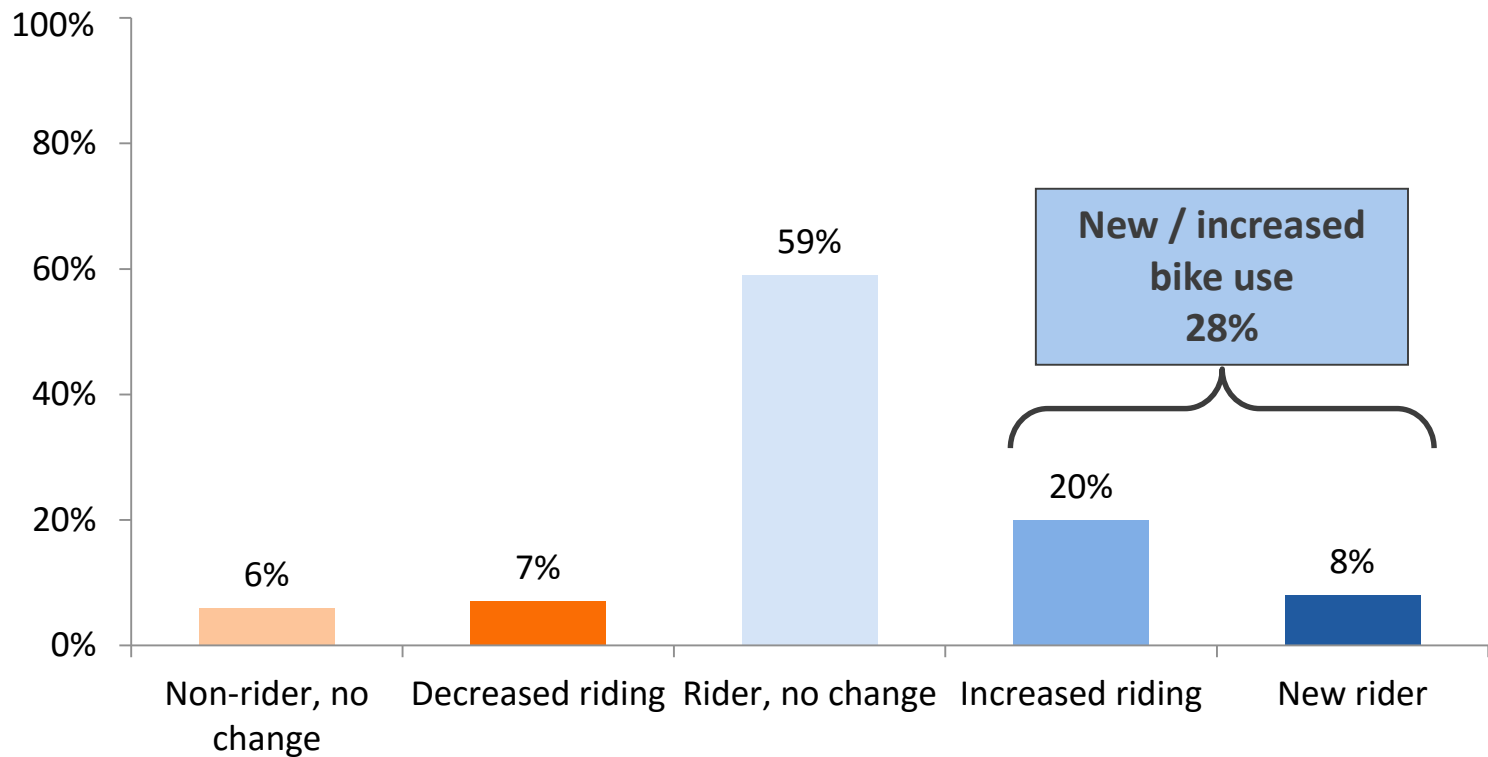


Bike to Work Frequency Before First BTWD Event



Bike to work frequency before BTWD

Bike to Work Frequency After First BTWD Event

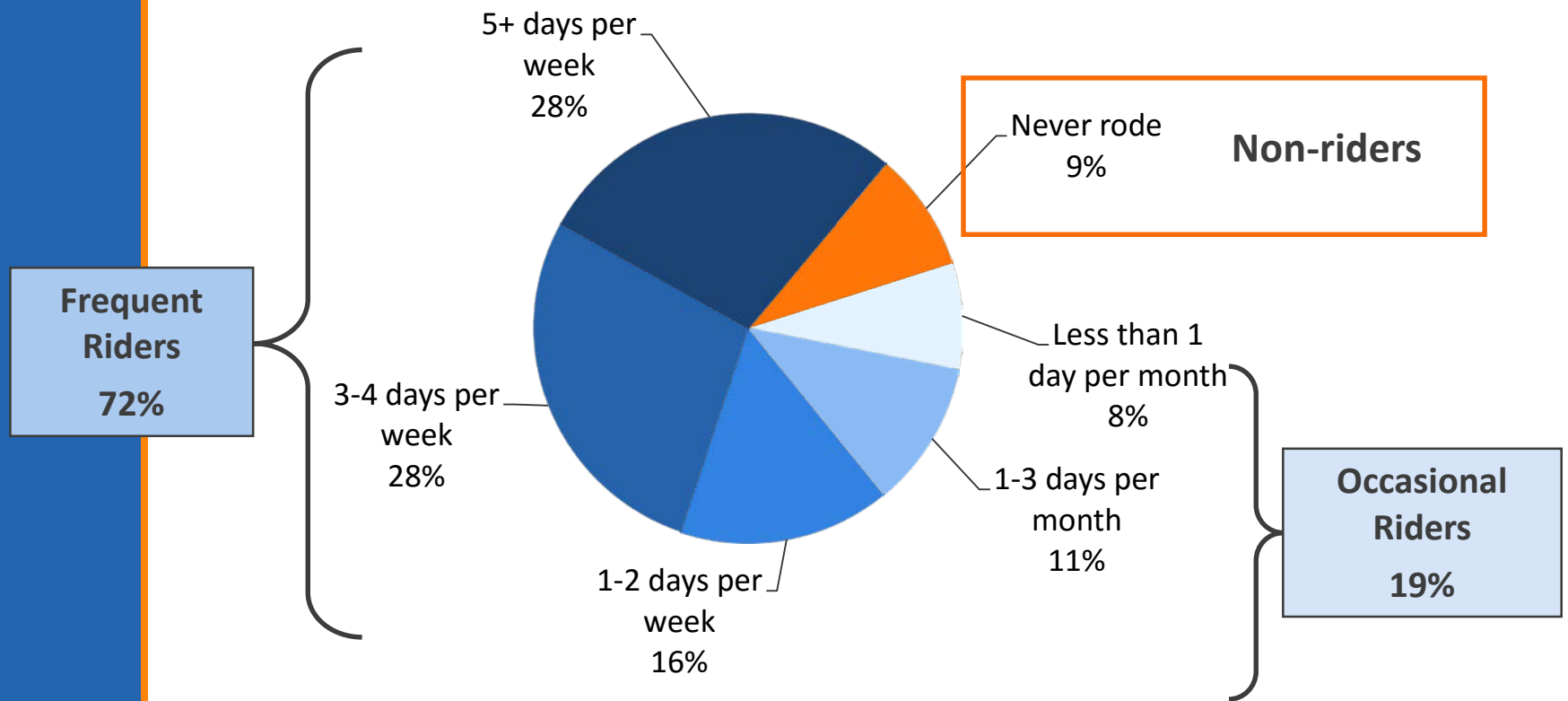


Q3 On average, how often did you ride your bicycle to work before your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2016, after the 2016 Bike-to-Work Day event?

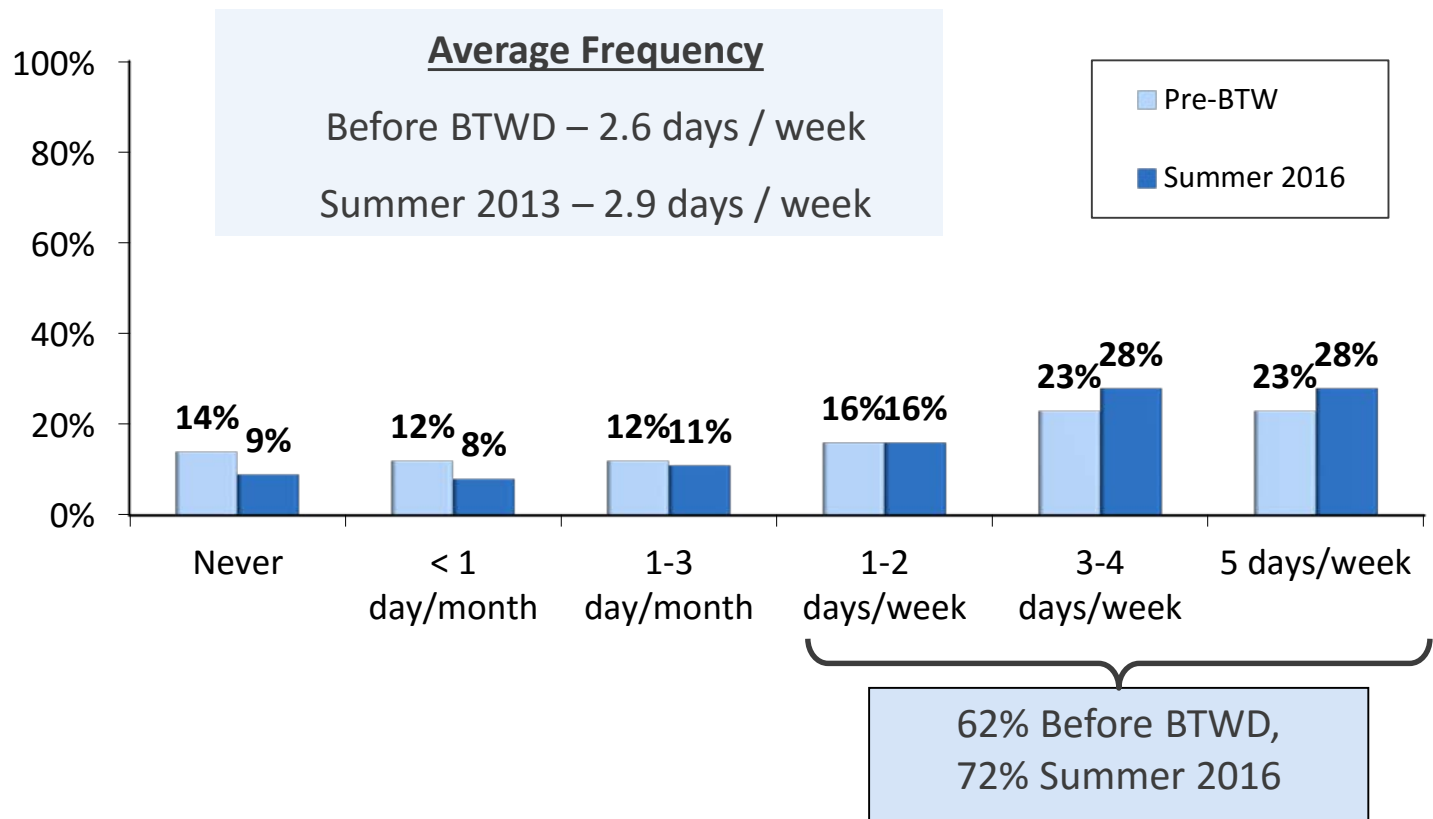
n = 3,457

Bike to Work Frequency Summer 2016 After First BTWD Event



Bike to work frequency summer 2016, after BTW Day

Bike to Work Days Per Week Frequency Summer 2016 - After First BTWD Event



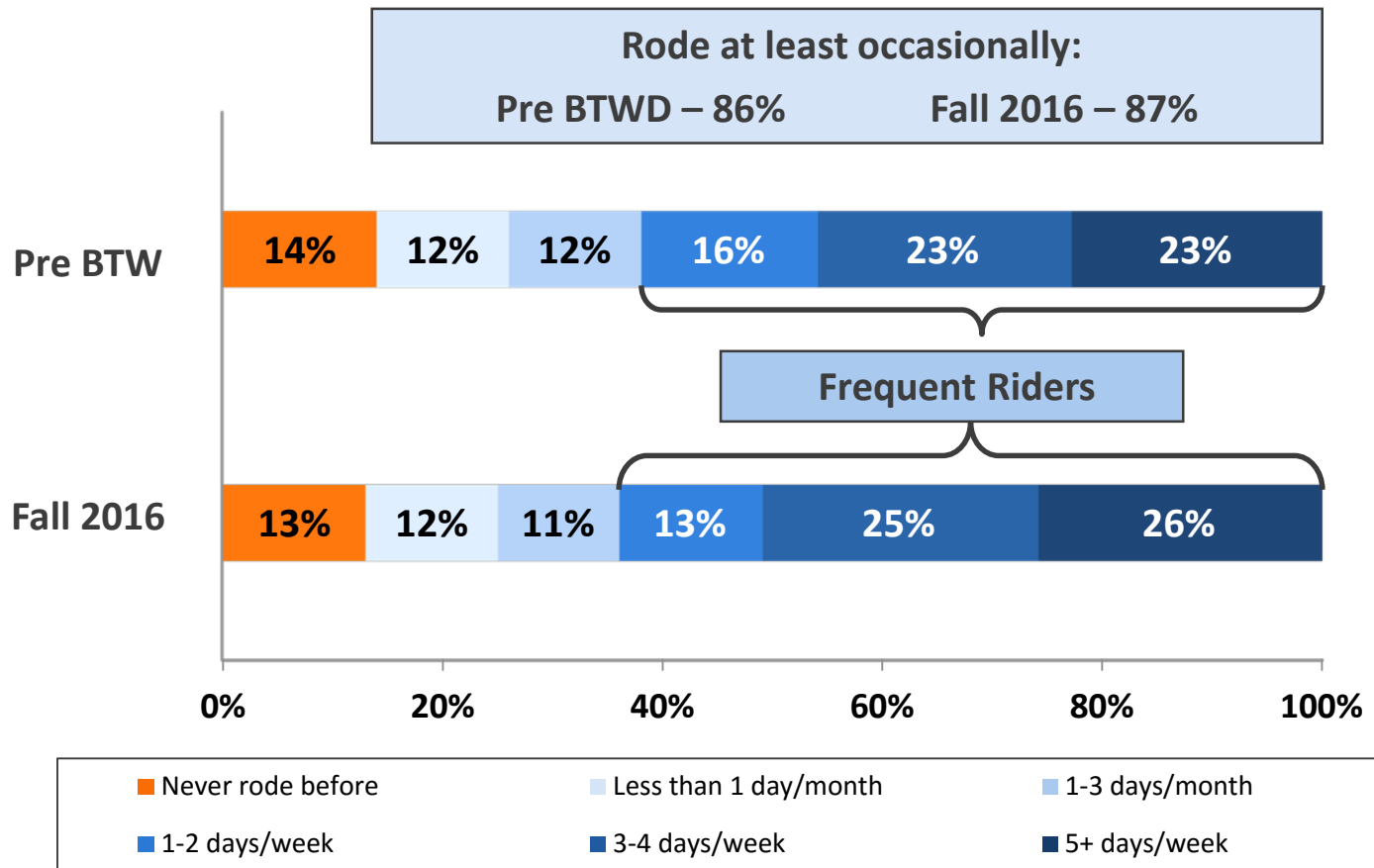
Pre BTWD
n = 3,491

Summer 2016
n = 3,486

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2016, after the 2016 Bike-to-Work Day event?

Bike to Work Frequency Fall 2016 After First BTWD Event



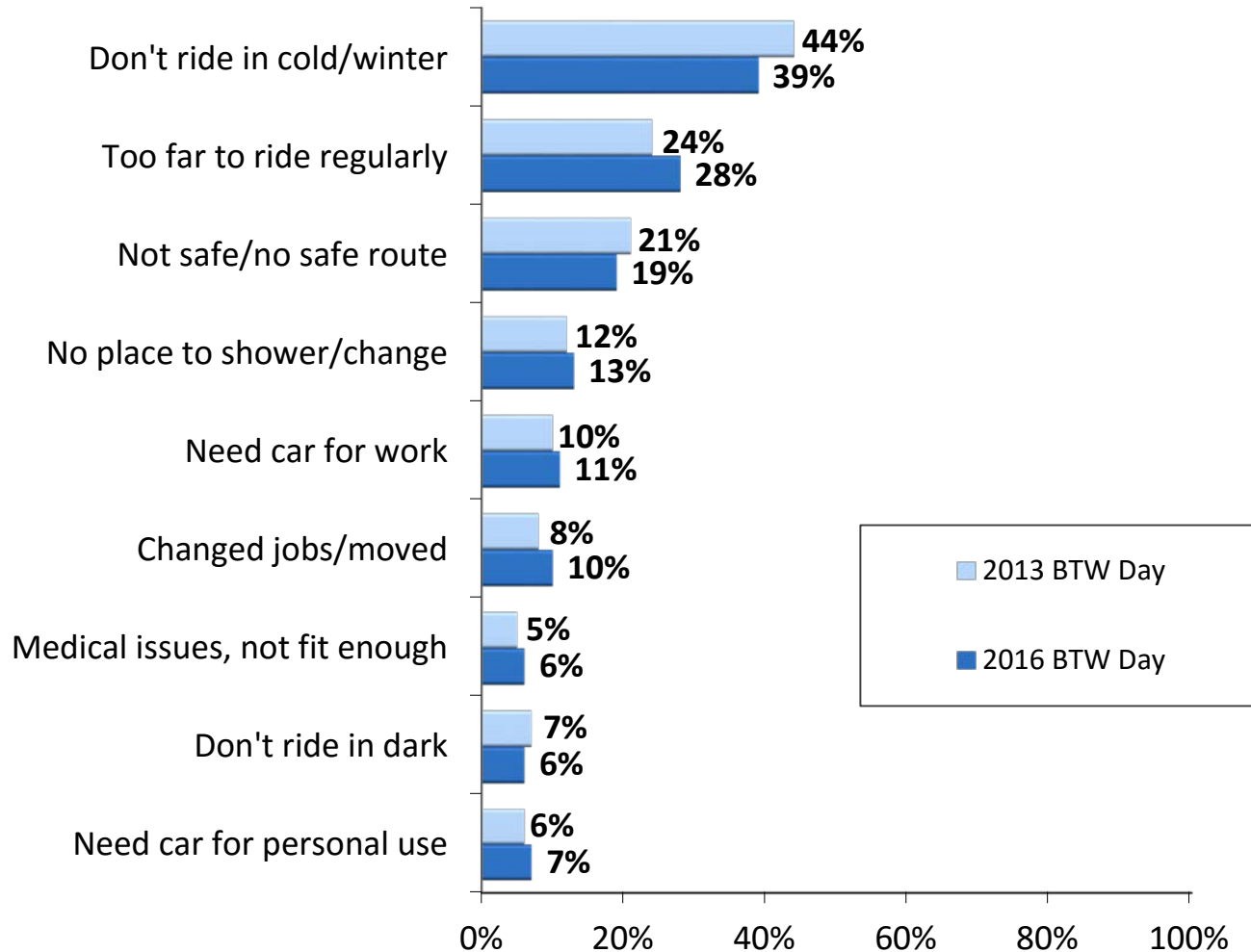
Pre BTWD
n = 3,491

Fall 2016
n = 3,413

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q5 On average, how often do you bicycle to work now (November 2016)?

Barriers to Continued Bike Use During Fall 2016



2013 BTWD
n = 2,444

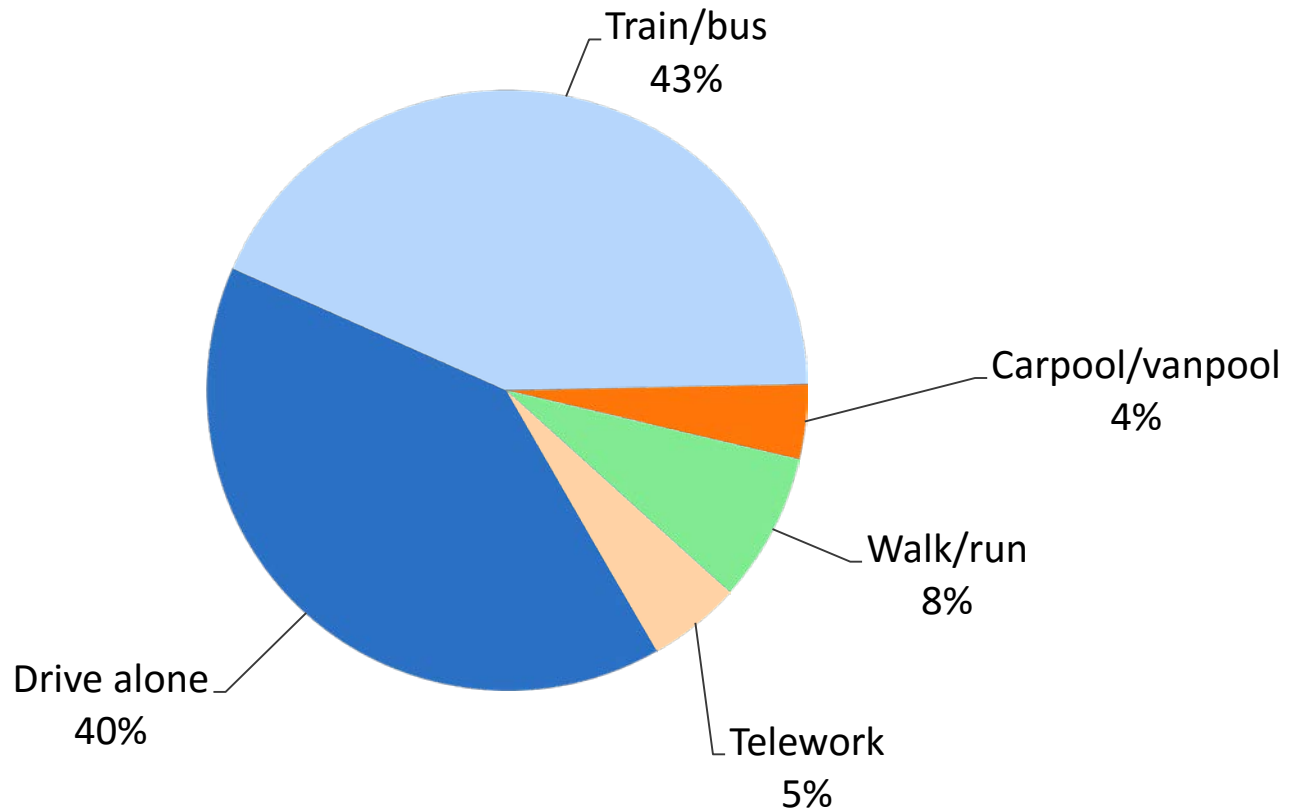
2016 BTWD
n = 1,807

Multiple
responses
permitted

Q6 Why do you not ride your bicycle to work or not ride more often now?

Commute Mode on Non-Bike Days

21%
Used
**Capital
Bikeshare**
to commute
to or from
work during
the past year



Q7 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)

Q11 Have you used Capital Bikeshare to commute to or from work within the past 12 months?

n = 3,455

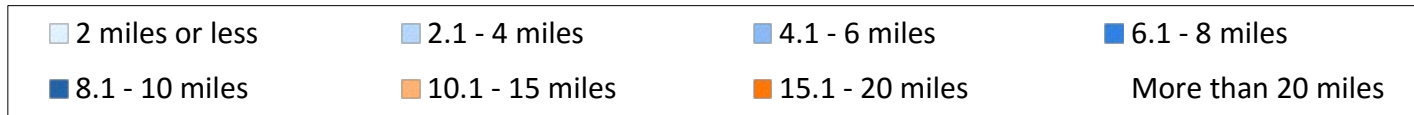
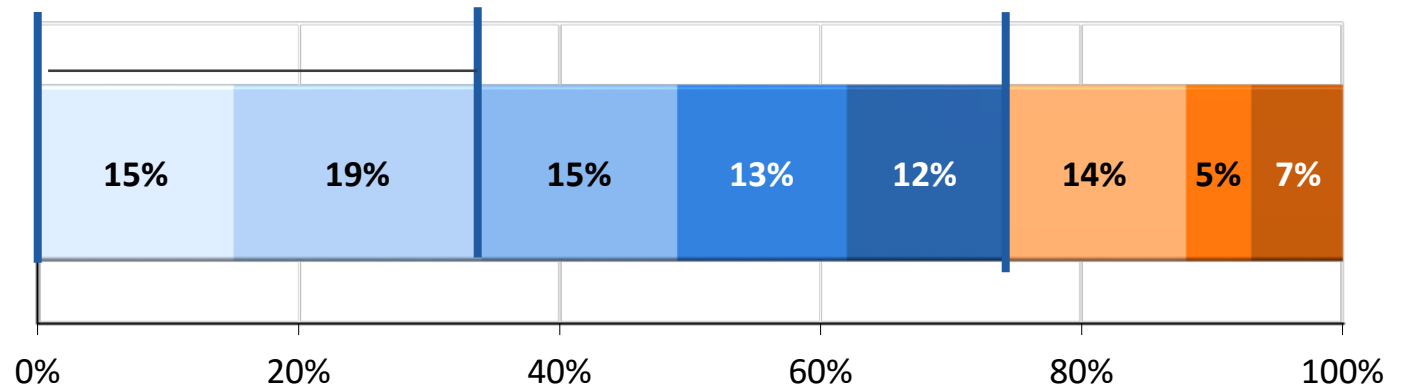
One-Way Distance to Work

Average regional distance

All commuters:
17.3 miles

Bike commuters:
4.4 miles

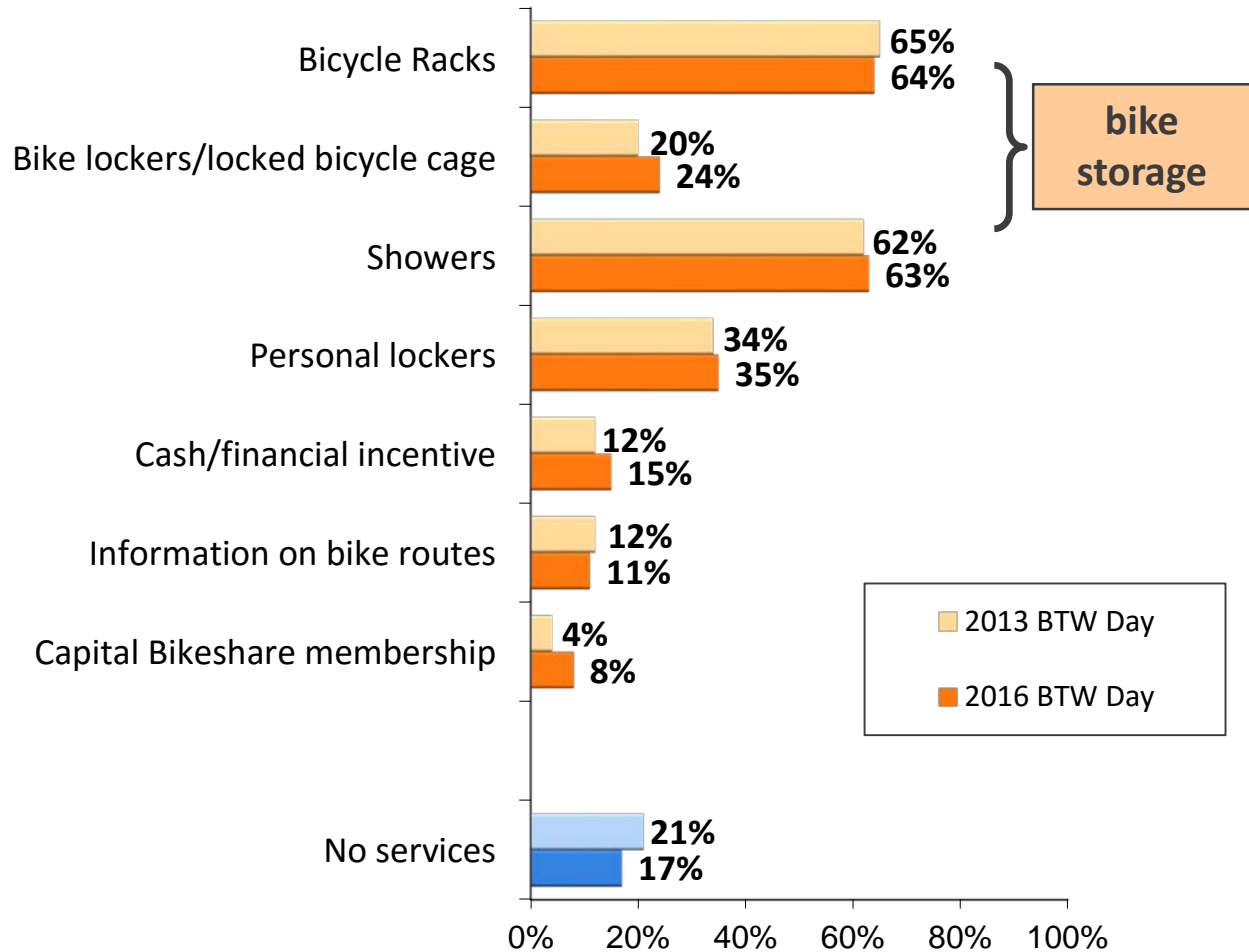
2016 SOC



n = 3,277

Q8 How many miles do you travel from your home to work (one-way)?

Employer Offered Bike-Commute Assistance



2016 BTW
n = 3,537

2013 BTW
n = 4,149

Q12 Does your employer offer any of the following commute assistance information or services to employees who bike to work?

Rode Bike for Non-Commute Trip Previous Month

Frequent Riders
33%

More than 10 times / month
20%

6 - 10 times / month
13%

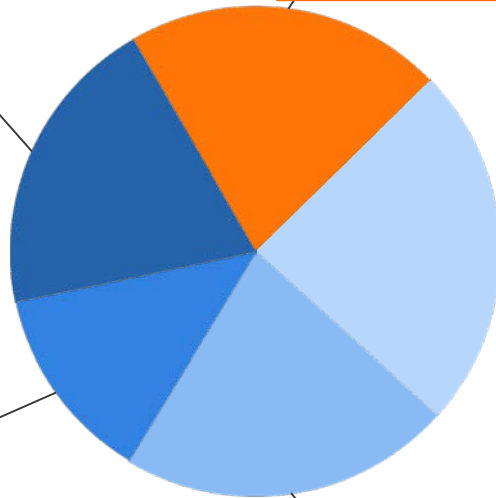
Never
21%

Non-riders

1 - 2 times / month
24%

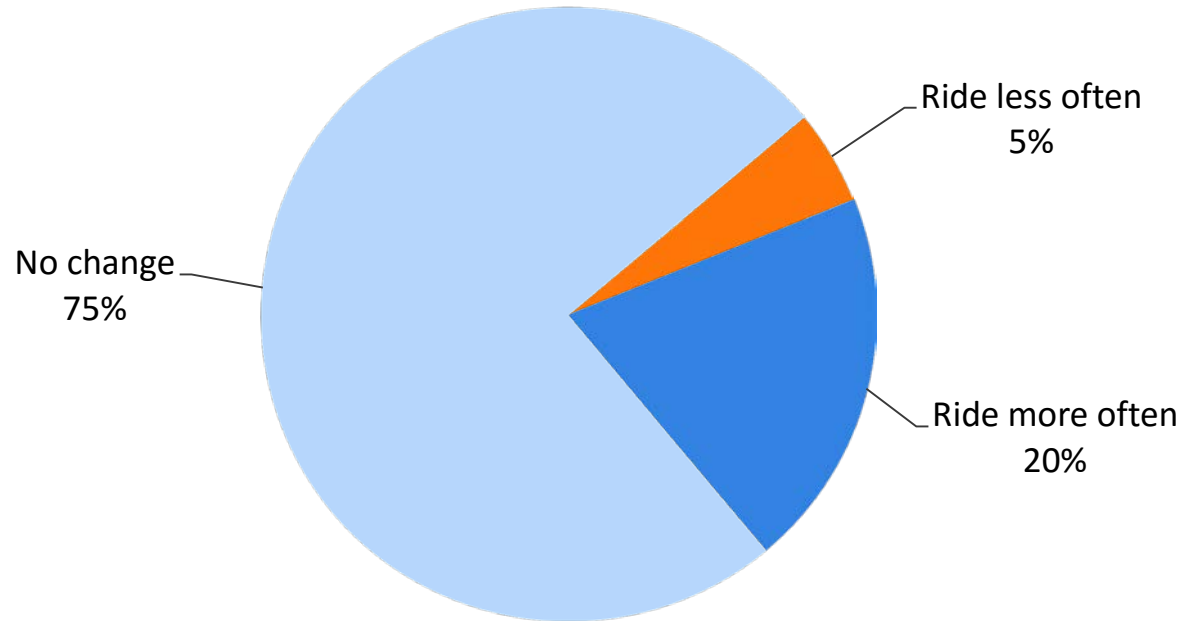
3 - 5 times / month
22%

Occasional Riders
46%



Q9 In the past month, how many times did you ride your bicycle for a trip other than getting to or from work, such as trips for errands, shopping, social visits, meetings, or personal appointments? (Please also exclude trips you made SOLELY for exercise or recreation)

Rode Bike for Non-Commute Trip Since their First BTWD



Q11 Do you ride your bicycle for non-commute trips more often, less often, or about same as before you first participated in a Bike-to-Work Day event?



Thank You

