



# 2019 Bike to Work Day Survey Highlights

**Bike to Work Day Steering Committee**

**January 8, 2020**

**LDA Consulting  
with CIC Research**



# Survey Methodology

- Internet survey of May 2019 Bike to Work Day participants
  - Survey conducted in November 2019
  - Delivered 16,063 invitations, received 2,285 responses, 14.2% response rate
- Collect data for analysis of BTWD component of Mass Marketing TDM analysis
  - Define new and increased bike commute use
    - Bike commuting before BTW
    - Bike commuting in summer after BTW
    - Bike commuting in fall after BTW
  - Estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days
- Added new questions in 2019 on ownership/type of bike and use of bike for entire or partial commute trip

# Event Information and Participation



Joan M. Mas 2/2007



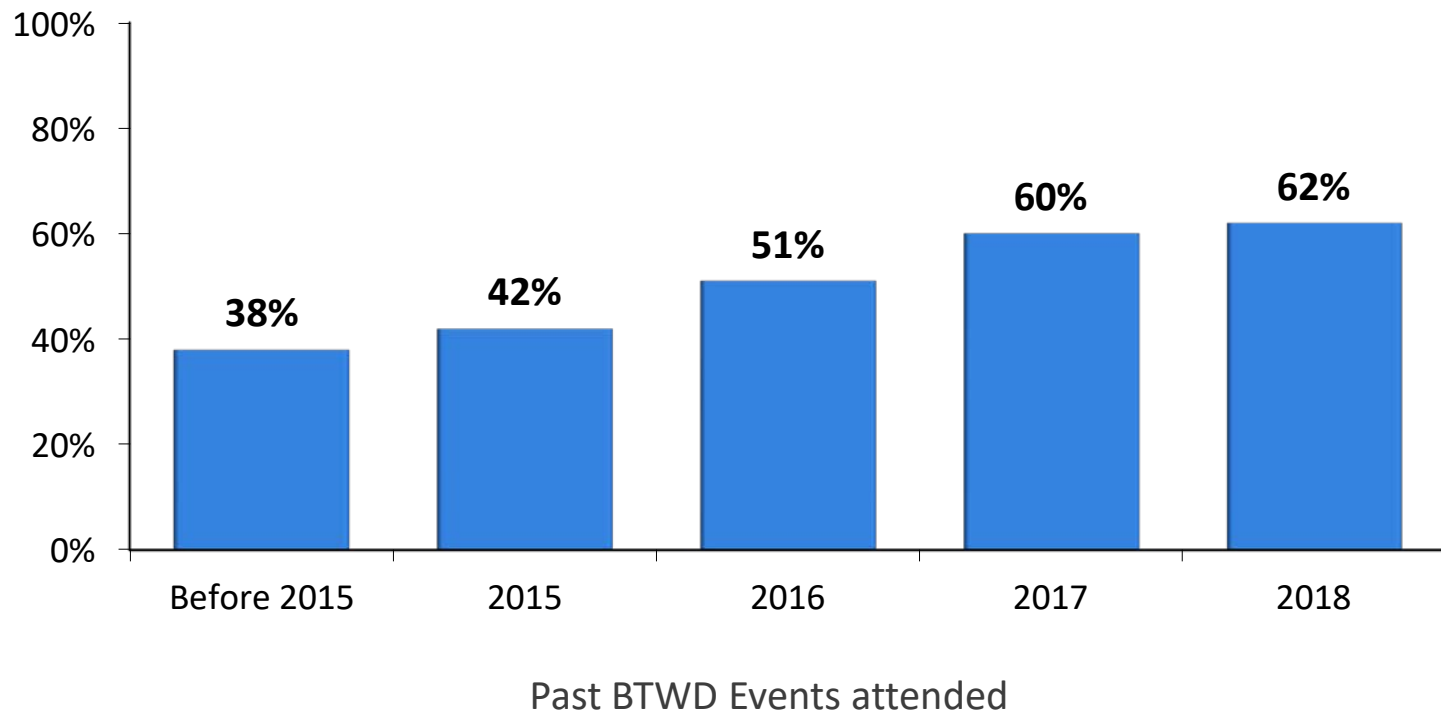
## Demographics – BTWD Participant vs Regional Worker

- **Overwhelmingly White** – 82% vs 43% regionally
- **Predominantly male** – 67% vs 48% regionally
- **Older** – 56% were 45 years or older vs 42% regionally
- **Slightly higher HH income** – 73% \$100,000+ vs 61% regionally
- **Work for large org** – 54% 251+ employees vs 46% regionally

Regional data from 2019 SOC

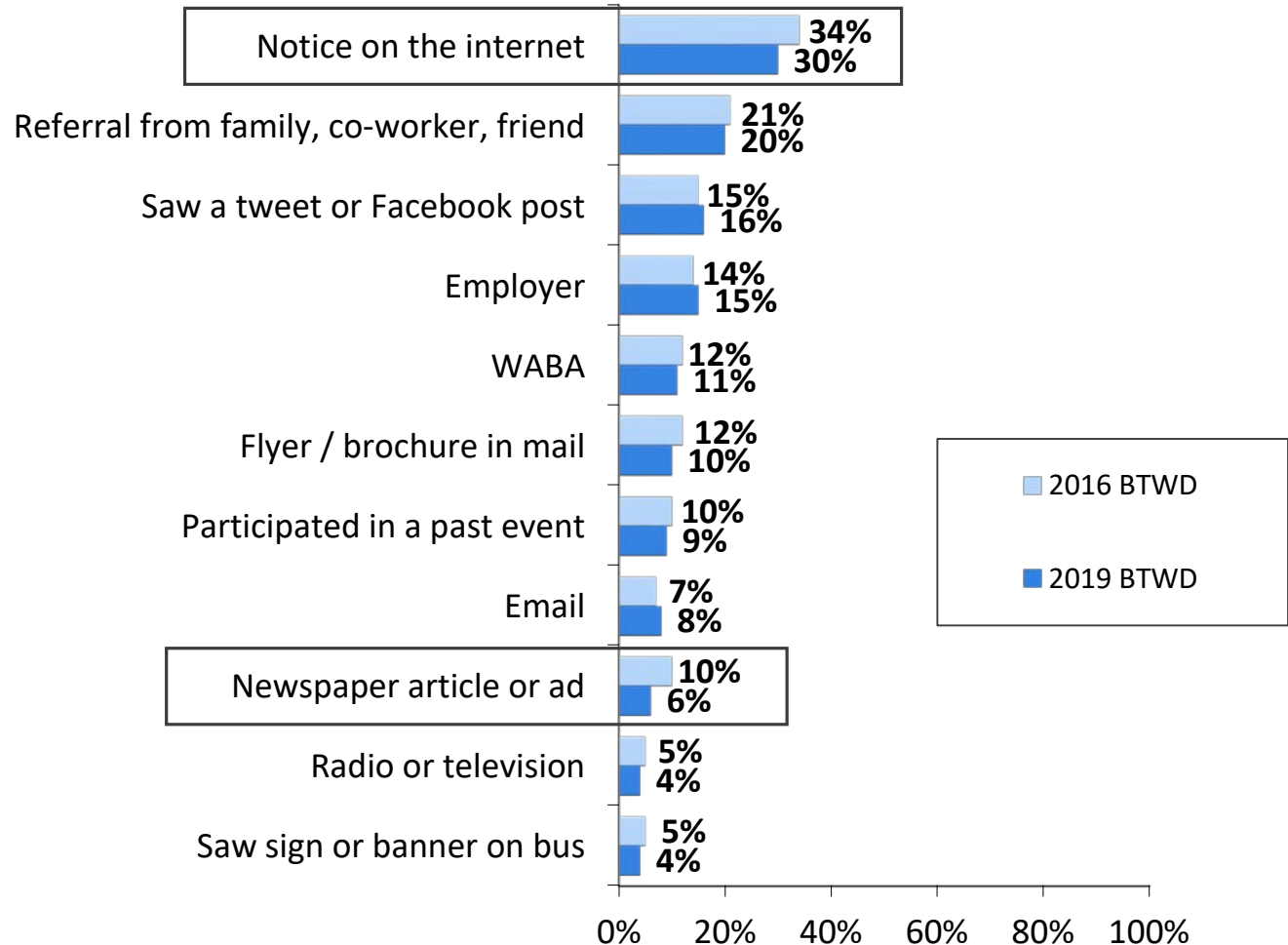
# 2019 was First BTWD for 23% of Respondents; 77% Had Participated in an Earlier Event

62% of 2019 riders also participated in 2018; 60% participated in 2017; 38% participated in an event before 2015



# 30% Heard about BTWD through Internet and 20% from a Personal Referral

2019 sources were generally similar to 2016 except that notice on Internet and newspaper fell slightly as info sources



## Age differences noted for:

### Social media

**Under 35 – 22%**

35+ – 15%

### Referrals

**Under 35 – 29%**

35+ – 17%

### Employer

**Under 35 – 21%**

35+ – 14%

### WABA

Under 35 – 8%

**35+ – 12%**

### Past Participant

Under 35 – 4%

**35+ – 10%**

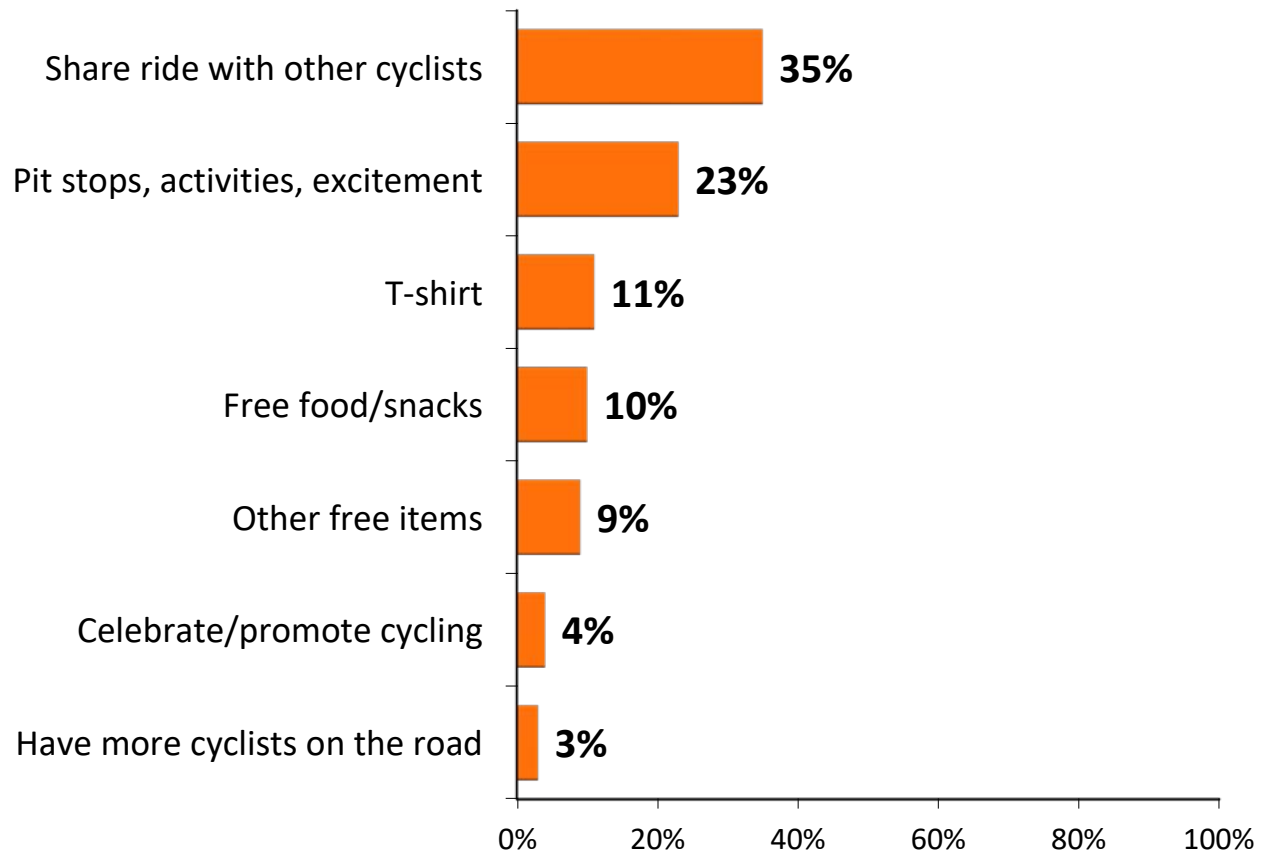
2016 BTWD  
n = 3,537

2019 BTWD  
n = 2,273

Q1 How did you hear about the 2019 Bike-to-Work Day?

# One-third Said the Best Part of BTWD Was Sharing the Ride with Others; 23% Said it Was Pit Stops

Respondents also mentioned t-shirts, free food, and other tangible rewards of their participation



## Were respondents...

Likely to participate in another BTWD event?

**Very likely – 94%**

Somewhat likely – 5%

Likely to recommend BTWD to friend?

**Very likely – 88%**

Somewhat likely – 11%



## Type of Bike and Portion of Commute Ridden on BTWD

- **93% used personal bike**; 6% CaBi, 1% other
- **97% used traditional (rider-powered) bike**; 3% e-bike
- **88% rode entire trip from home to work**; 5% drove to P&R and rode from there, 5% rode to transit station then took bus/train; 2% other
- **50% who combined bike with transit left bike at station**; 32% took bike on train, 18% took bike on bus



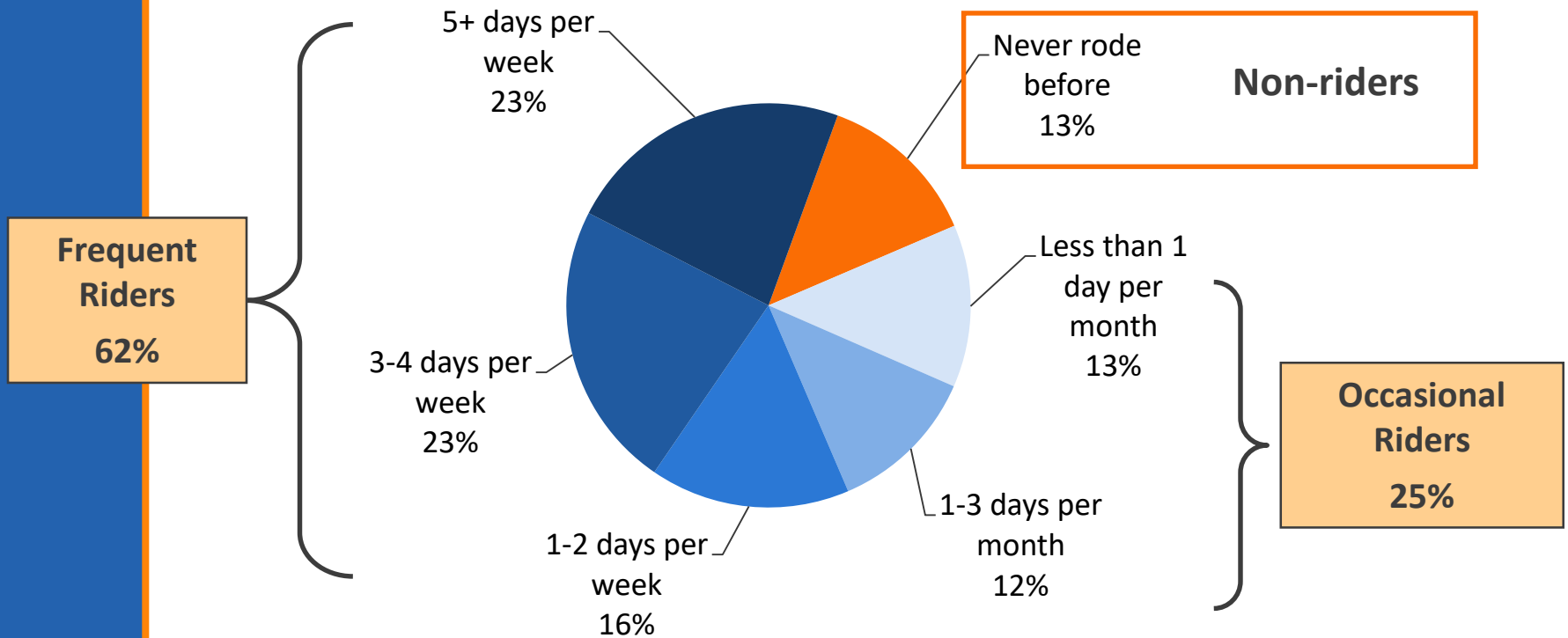


# Travel Before / After BTW Day



# Before their First BTWD, 87% of Respondents Biked to Work at Least 1 Day/Month

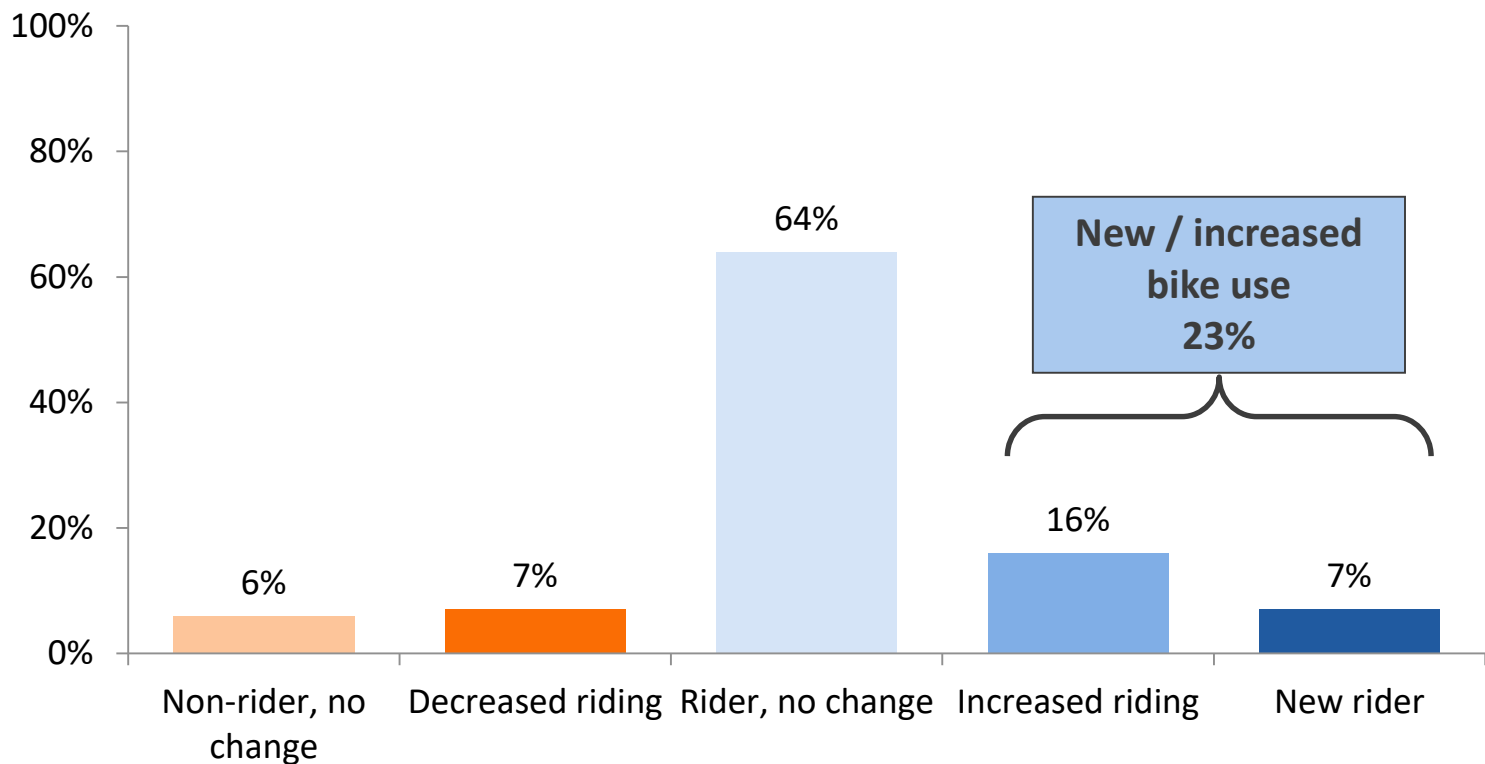
62% were frequent riders (1+ days per week); 25% rode less than 1 day per week; 14% never rode before BTW Day



**Bike to work frequency before BTW Day**

# After BTWD, 7% Started Biking to Work and 16% Increased Bike Frequency

About six in ten respondents rode before and didn't change riding frequency, 7% decreased biking frequency; 6% didn't ride before and didn't start riding

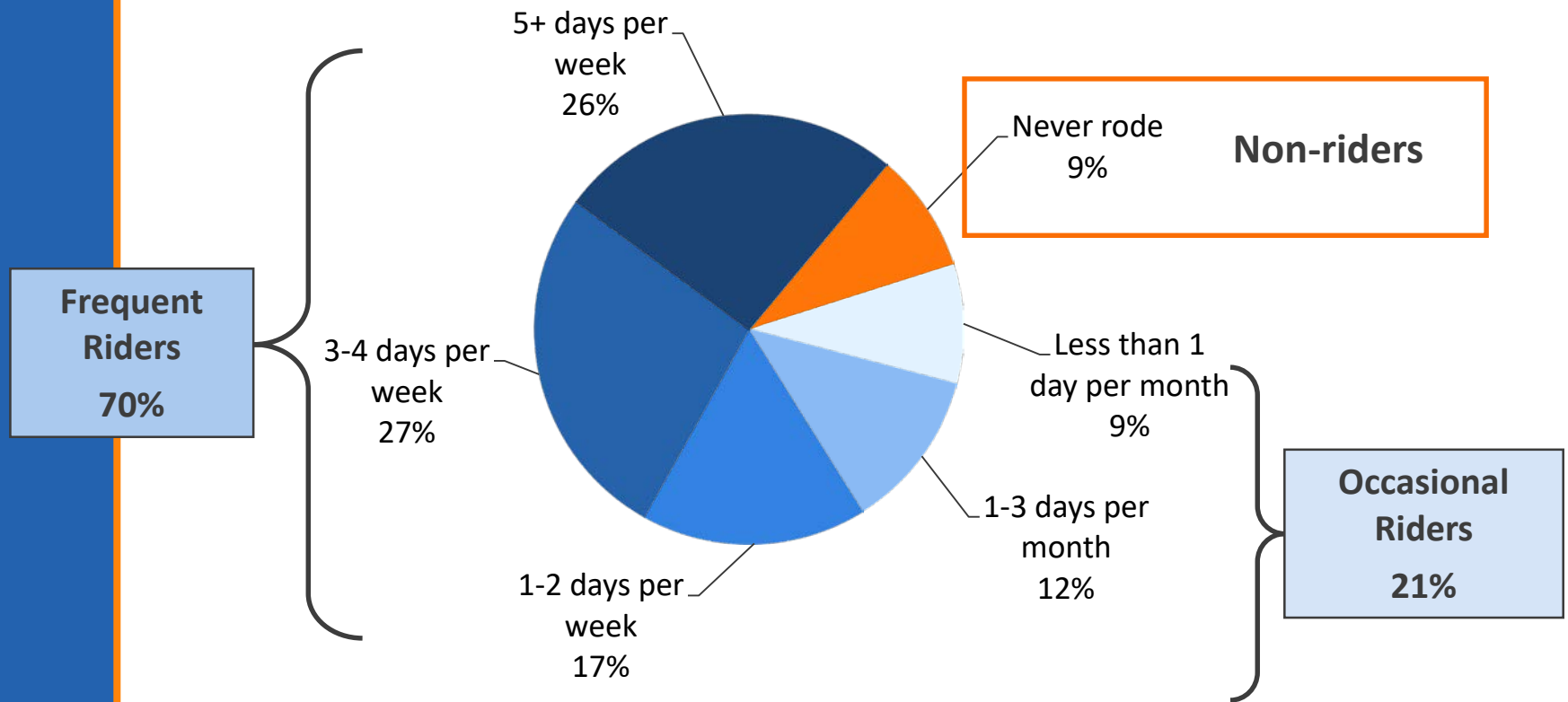


Q3 On average, how often did you ride your bicycle to work before your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2019, after the 2019 Bike-to-Work Day event?

# In Summer 2019 after BTWD 2019, 91% of Respondents Biked to Work at Least 1 Day/Month

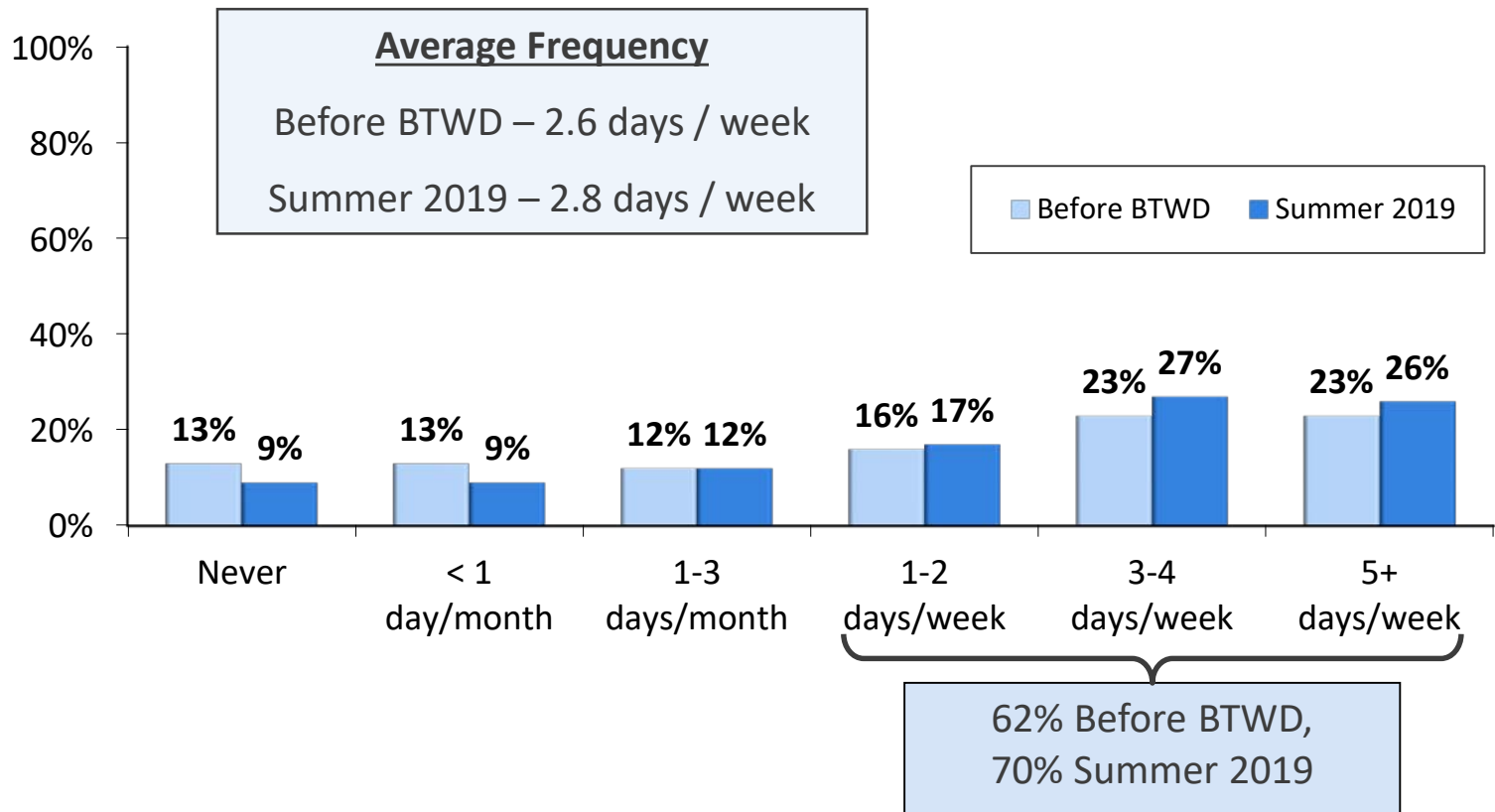
The share of riders grew from 87% before BTWD to 91% after BTWD.  
Frequent riders grew from 62% to 70%.



**Bike to work frequency summer 2019, after BTW Day**

# Average Bike Frequency Rose 0.2 Days per Week From Before BTWD (2.6 days/week) to Summer 2019 (2.8 days/week)

Bike use rose most in frequent ride categories (3-4 d/wk and 5 d/wk).



Before BTWD  
n = 2,250

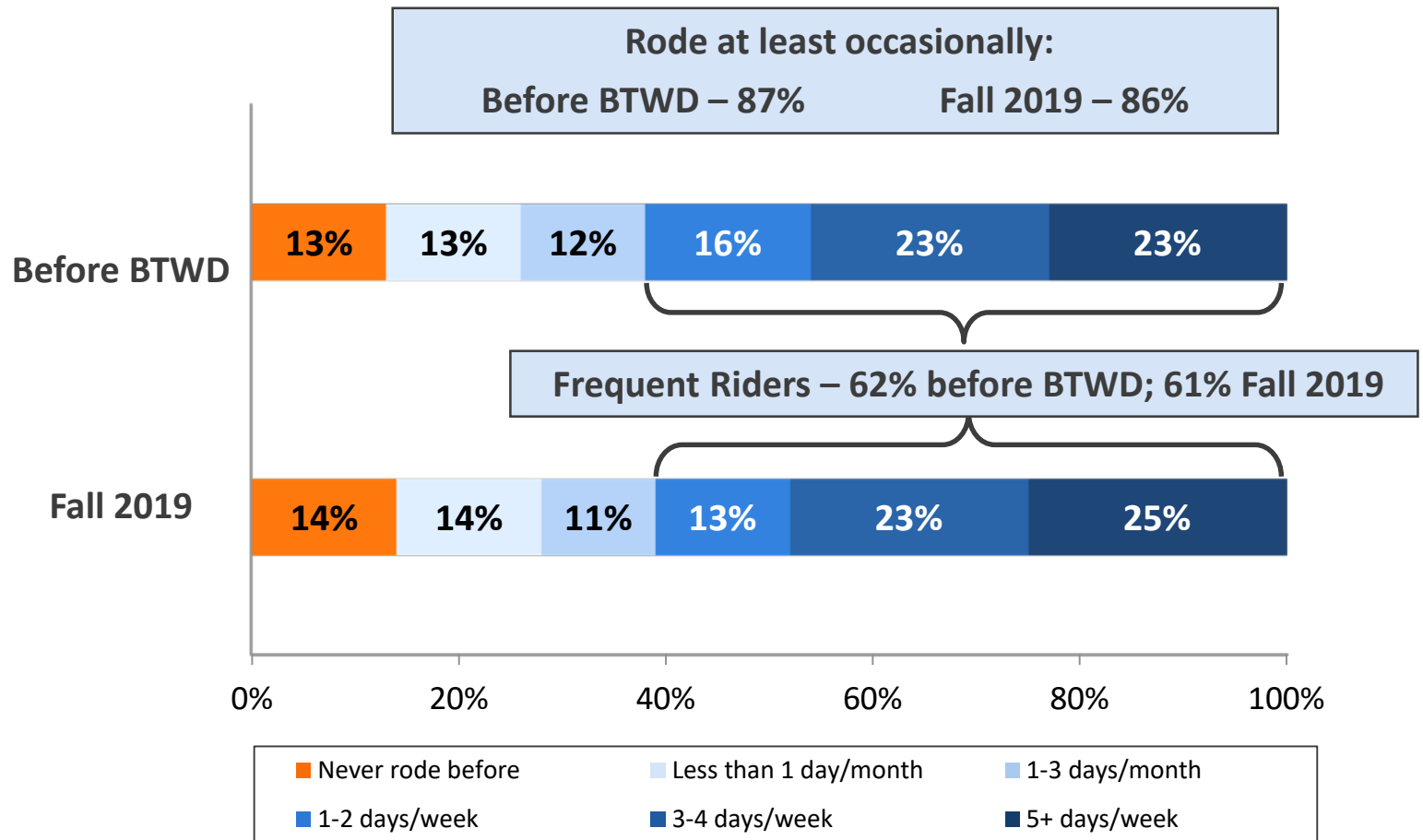
Summer 2019  
n = 2,257

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, 2019, **after** the 2019 Bike-to-Work Day event?

# In Fall 2019, Riding Declined Approximately Back to the Level Before BTWD

86% rode at least occasionally and 61% rode 1+ days per week



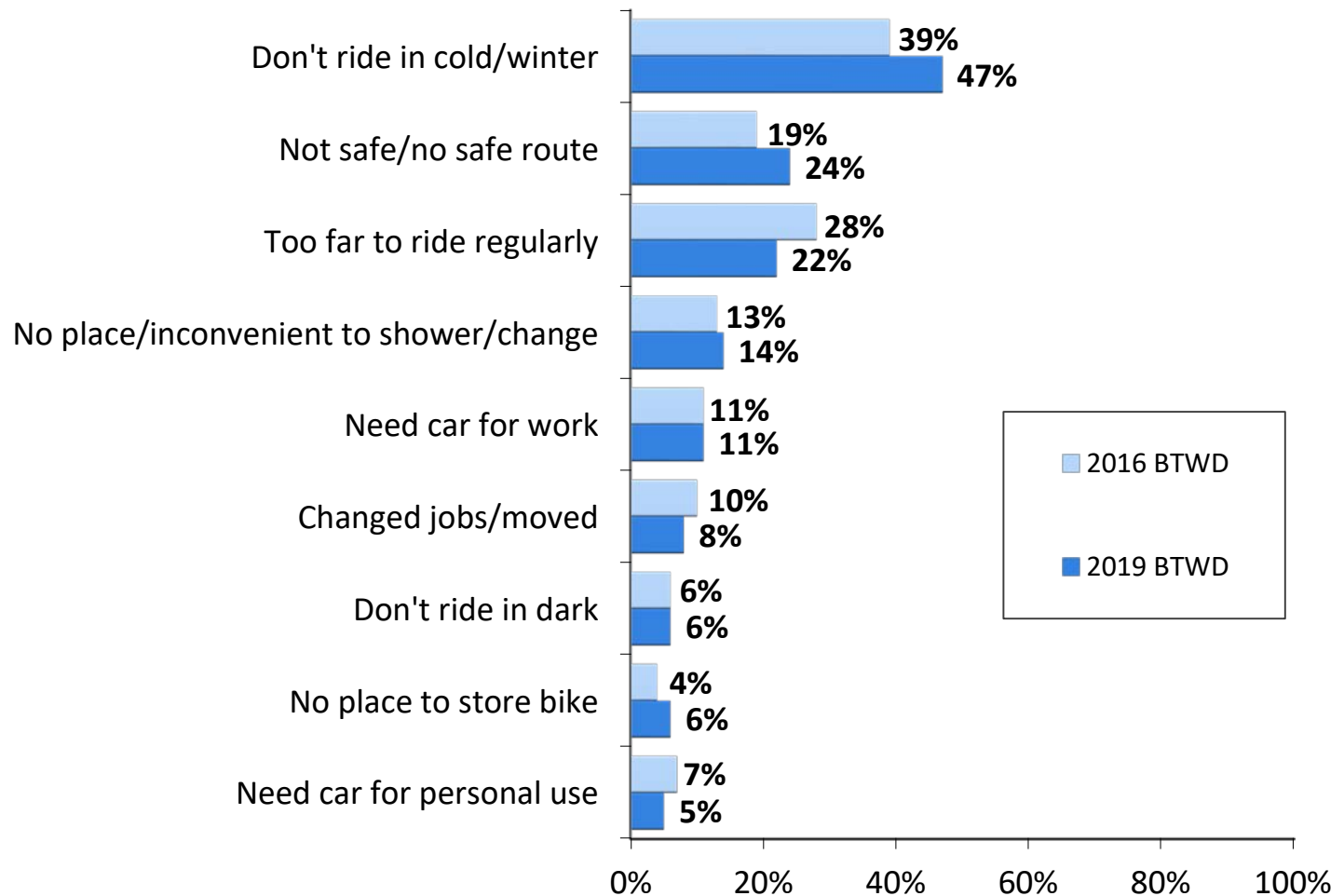
Before BTWD  
n = 2,250

Fall 2019  
n = 2,201

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 2019)?

# Primary Barriers to Continued Bike Use During Fall 2019 Were Cold Weather, Riding Safety Concerns, and Long Distance to Work



2016 BTWD  
n = 1,807

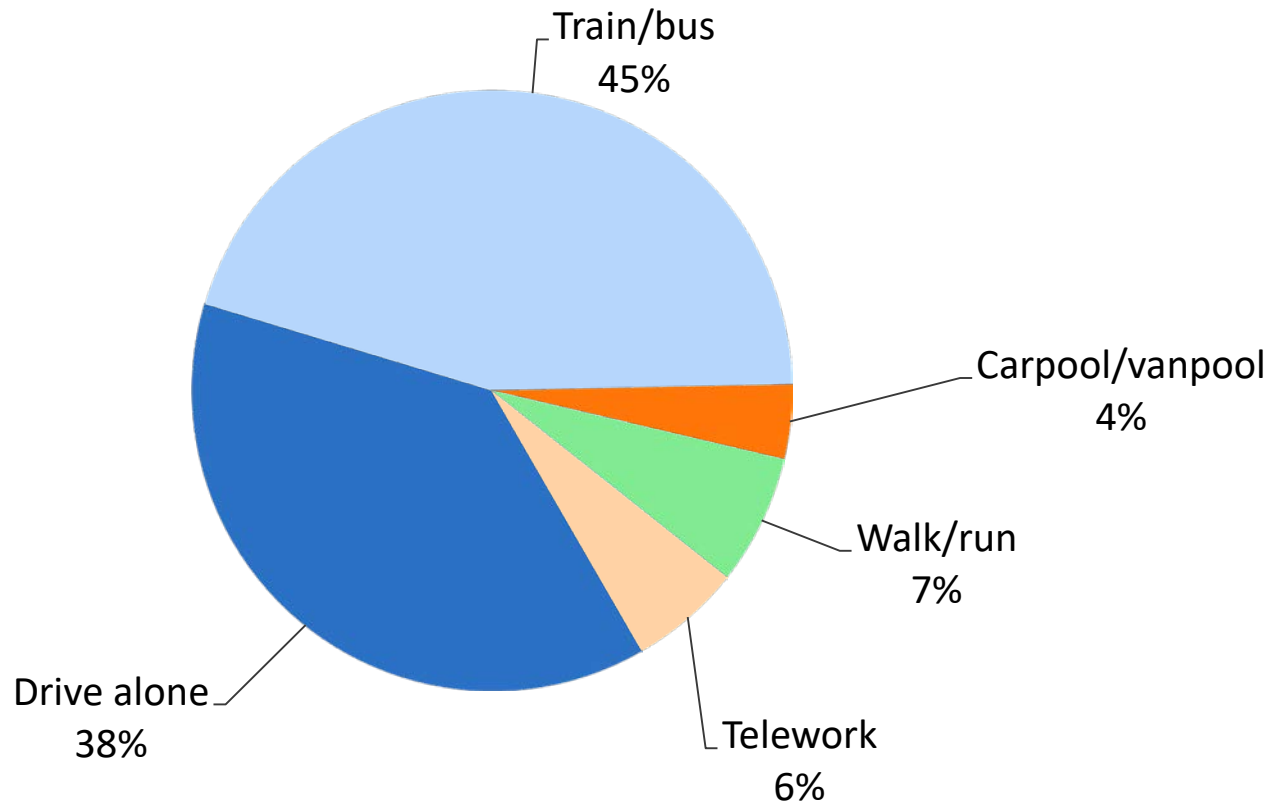
2019 BTWD  
n = 1,222

Multiple  
responses  
permitted

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

# On Days they Didn't Bike to Work, 38% of Respondents Drove Alone; 45% Rode Transit

The 2019 drive alone percentage was slightly lower than the 40% measured in the 2016 BTWD Survey

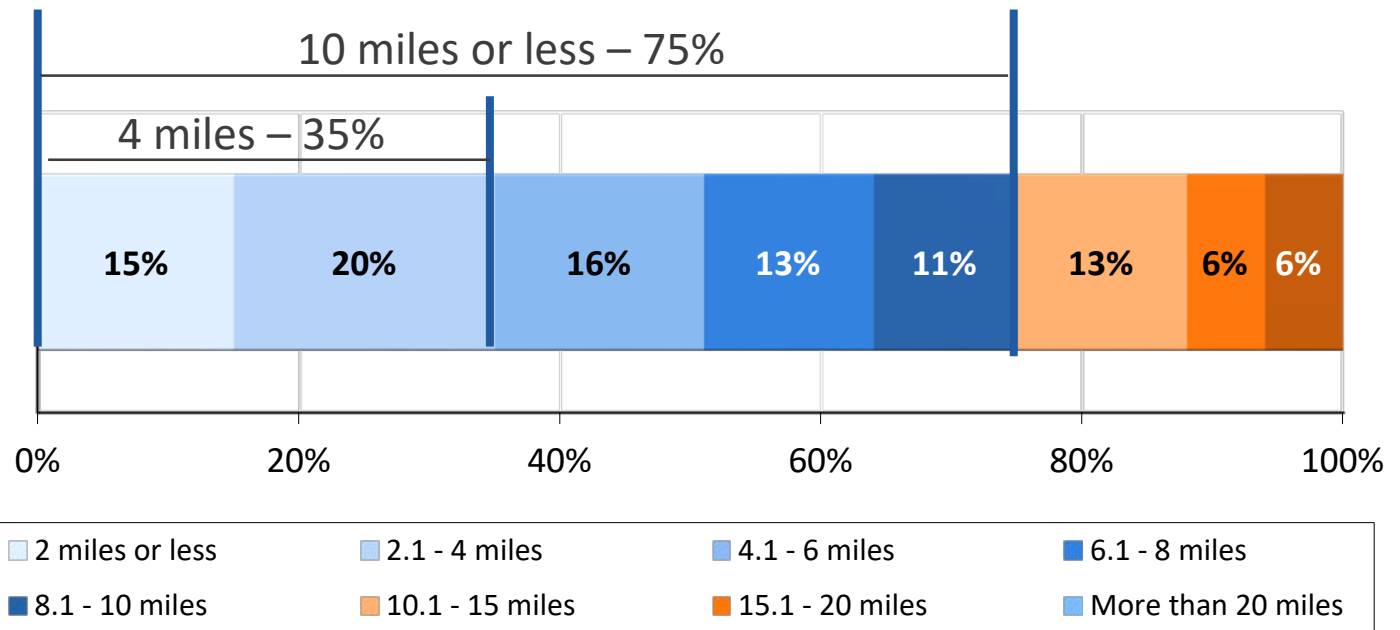


**20%**  
Used  
**Capital  
Bikeshare**  
to commute to  
or from work  
during the  
past year



# Respondents Traveled an Average of **8.4 Miles** One-way to Work

35% lived within 4 miles of work and 75% lived within 10 miles.  
Only 12% commuted more than 15 miles to work.



**Average regional distances**

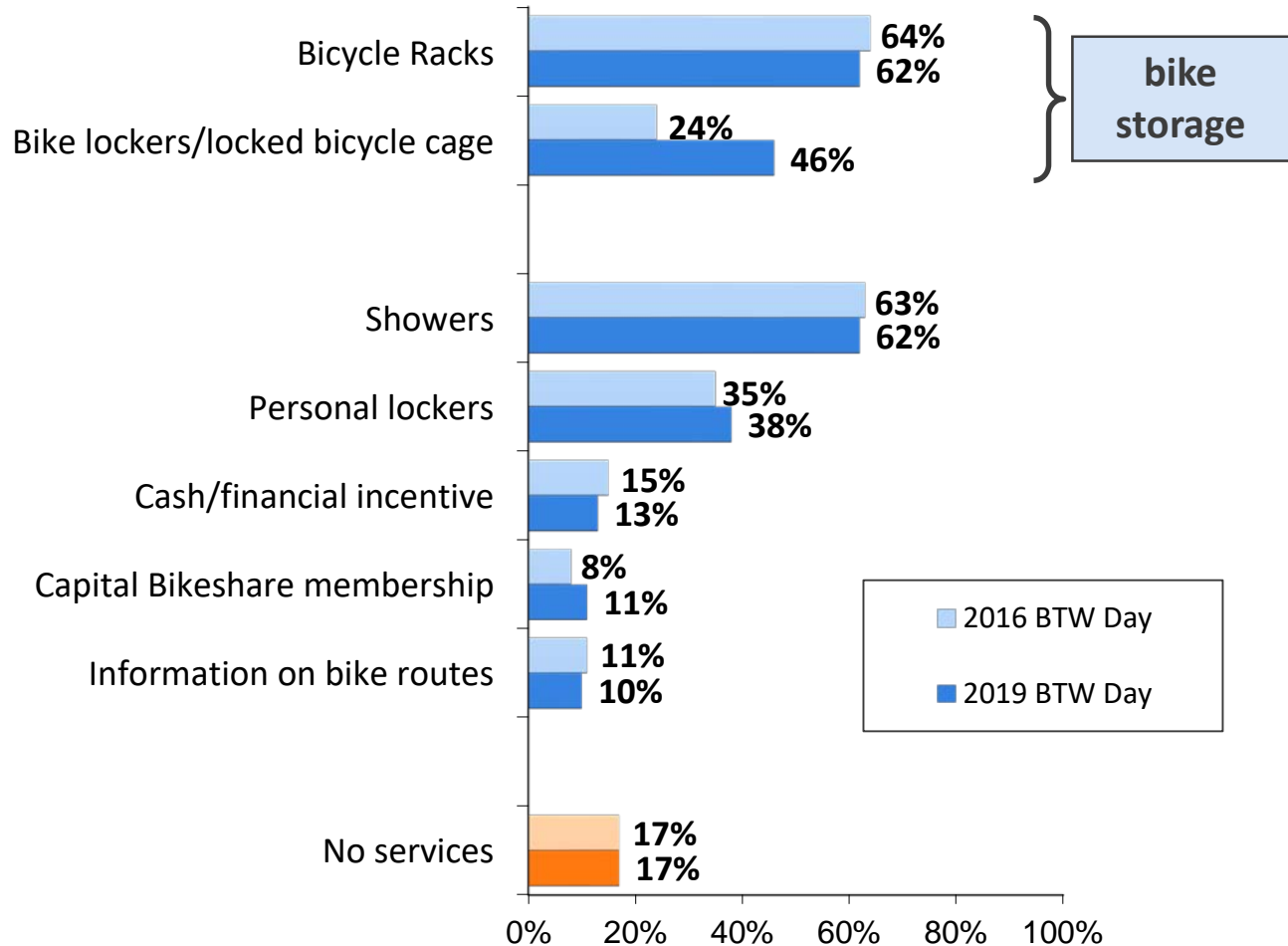
**All commuters: 17.1 miles**

**Bike commuters: 4.2 miles**

2019 SOC

# 83% of Respondents said their Employers Offered Bike-Commute Assistance – Same as 2016

Bicycle racks – 62%, Showers – 62%, Personal lockers – 38%



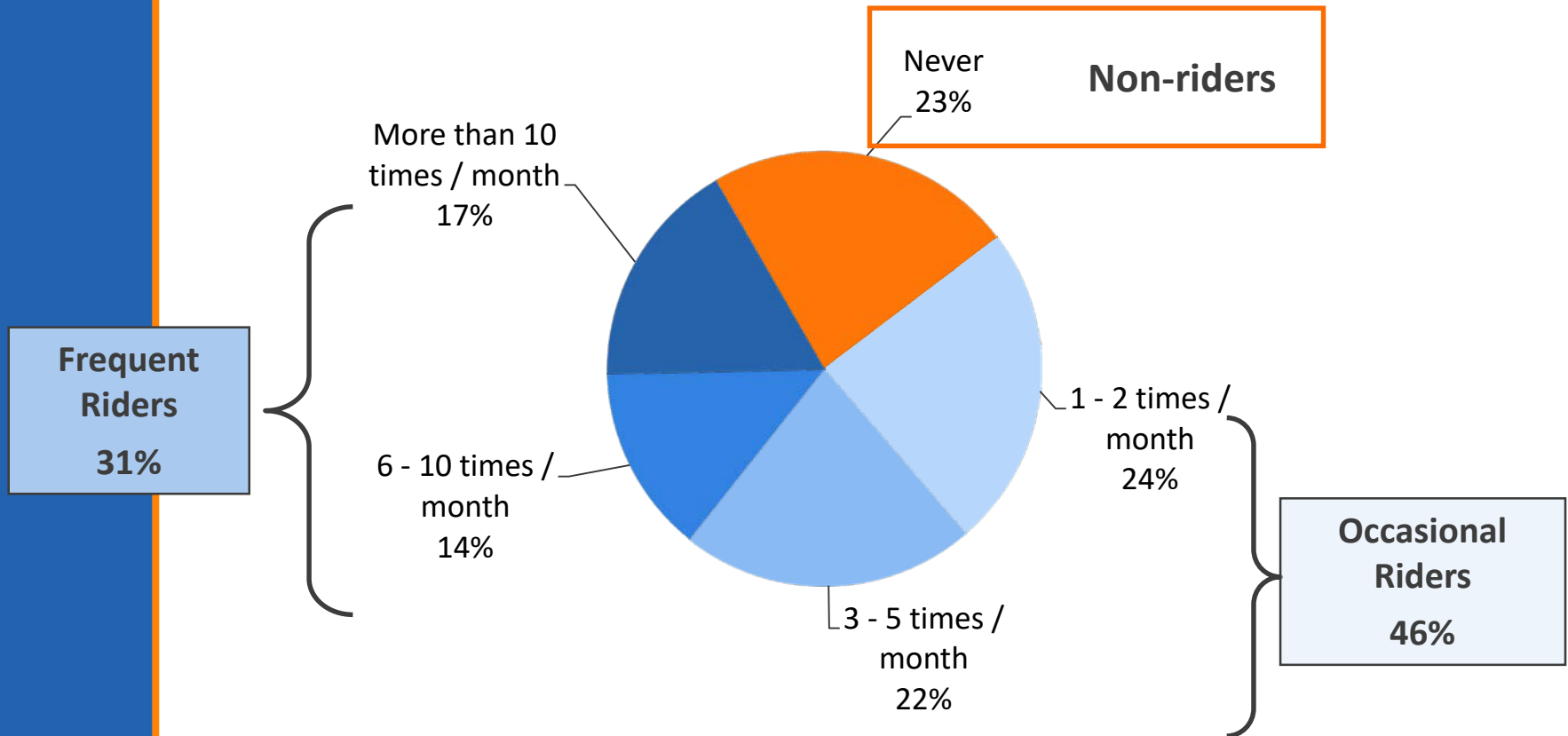
2016 BTWD  
n = 3,537

2019 BTWD  
n = 2,213

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

# Nearly Eight in Ten Respondents Rode a Bike for a Non-Commute Trip in the Past Month

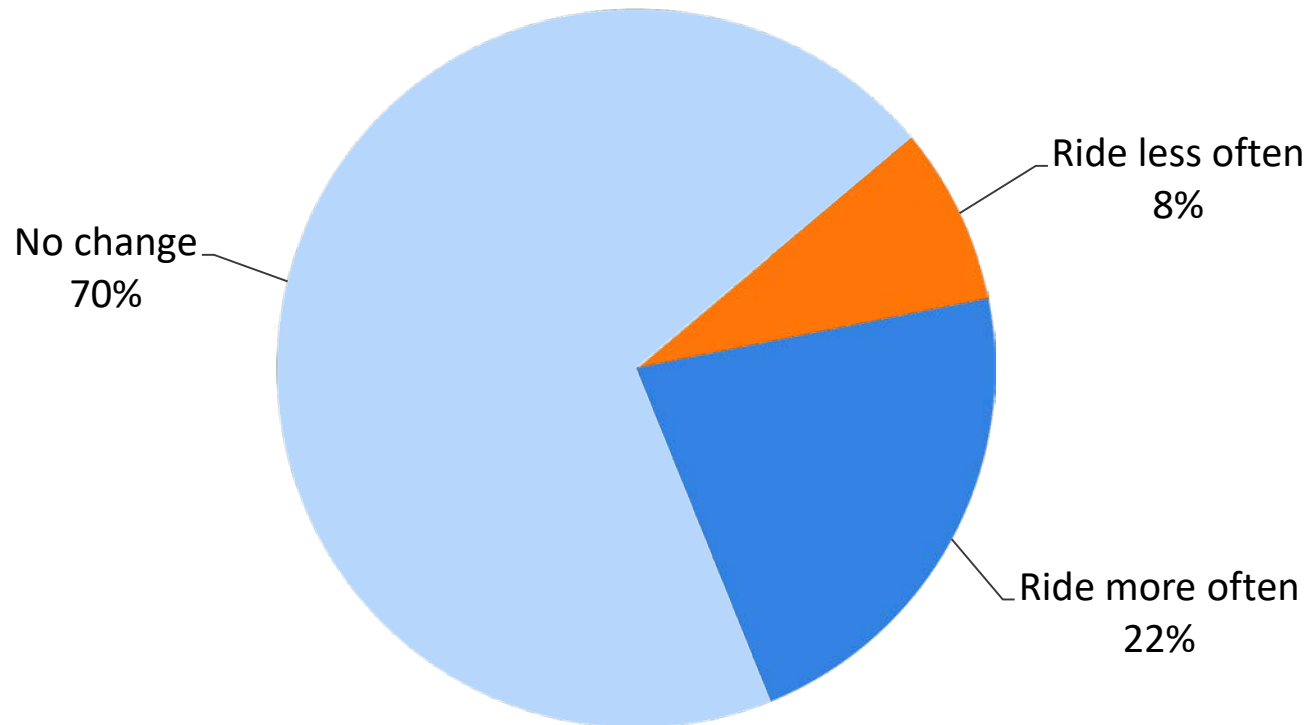
31% rode 6+ times per month; 46% rode 1 to 5 times; 23% didn't ride



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? (excludes trips made SOLELY for exercise or recreation)

# 22% Increased Use of Bicycle for Non-Commute Trips Since their First BTWD

8% rode less often; and 70% made no change in non-commute riding



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?



## Questions?

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