

# BIKE TO WORK DAY 2024

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**LaToya Crump**  
**Chair, Bike to Work Day Steering Committee**

**Transportation Planning Board Technical Committee**  
**April 5, 2024**

# Background

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- Rolled out regionally in 2001 by Commuter Connections
- Celebrates bicycling as a clean, fun, and healthy way to get to work!
- Friday May 17, 2024
- Coincides with National Bike to Work Week

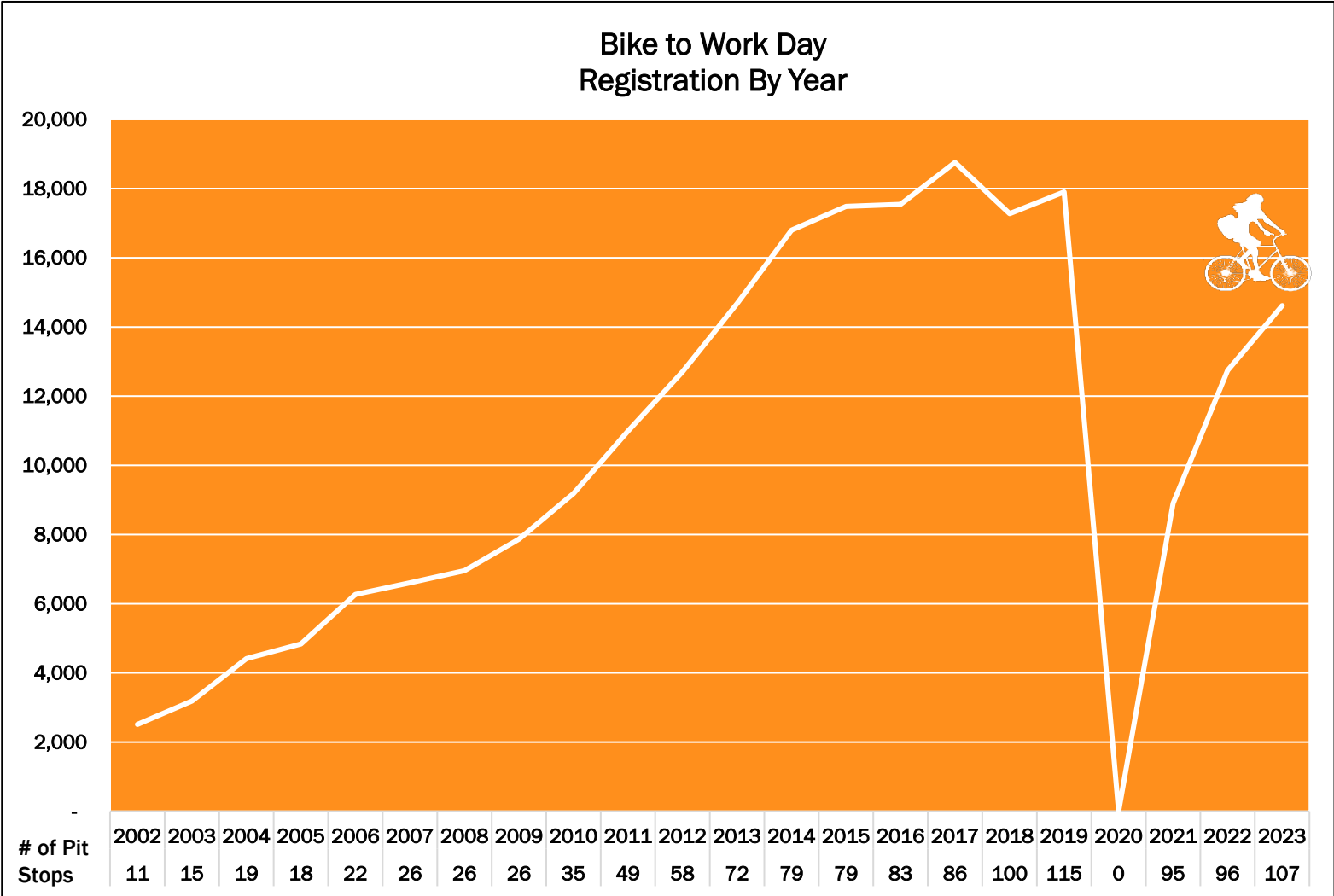


# Support for Bicyclists

- Cycling classes
- Bicycling to work guides
- Online bicycle route finder
- Regional hard copy map
- Guaranteed Ride Home




# Event Growth by Year



# TPB and BTWD

- Commuter Connections is a program of the TPB
- Regional Proclamation signing at April board meeting
- Local jurisdiction proclamations
- TPB members invited to attend local BTWD pit stops events



**bike to work day**  
2023

*Regional Proclamation*

**WHEREAS**, the National Capital Region Transportation Planning Board through its Commuter Connections program promotes bicycling and organizes Bike to Work Day together with the Washington Area Bicyclist Association; and

**WHEREAS**, bicycle commuting is an effective means to support the region's air quality goals, improve mobility, and conserve energy; and

**WHEREAS**, bicycle commuting benefits both employees and employers through better health and fitness, and reduced commuting and parking costs; and

**WHEREAS**, many employers have embraced bicycling and provide secure parking and shower facilities to help encourage bicycle commuting; and

**WHEREAS**, Capital Bikeshare's regional system has thousands of bikes at hundreds of stations across seven jurisdictions; and


**WHEREAS**, more than 100 Bike to Work Day pit stops will be located within 23 COG member jurisdictions; and

**WHEREAS**, the week of May 13<sup>th</sup> is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

**NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD:**

1. Proclaims Friday, May 17, 2024 as Bike to Work Day throughout the Washington, DC metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

Chair, National Capital Region Transportation Planning Board



# Employer Involvement

- Bicycles racks, lockers and cages
- Showers and personal gym lockers
- Bike subsidies
- Capital Bikeshare memberships
- Employer sponsored pit stops
- Employer Challenge



# Bike to Work Day 2022 Survey

- Conducted triennially of all event participants
- Response rate 21 percent
- Measures impact of event on bicycle commuting
- Survey results used in Regional Transportation Demand Management Program Analysis





# Bike to Work Day 2022 Survey

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Respondent  
Age  
Breakdown

Age	Percent
18-24	1%
25-34	14%
35-44	25%
45-54	22%
55-64	26%
65 +	12%





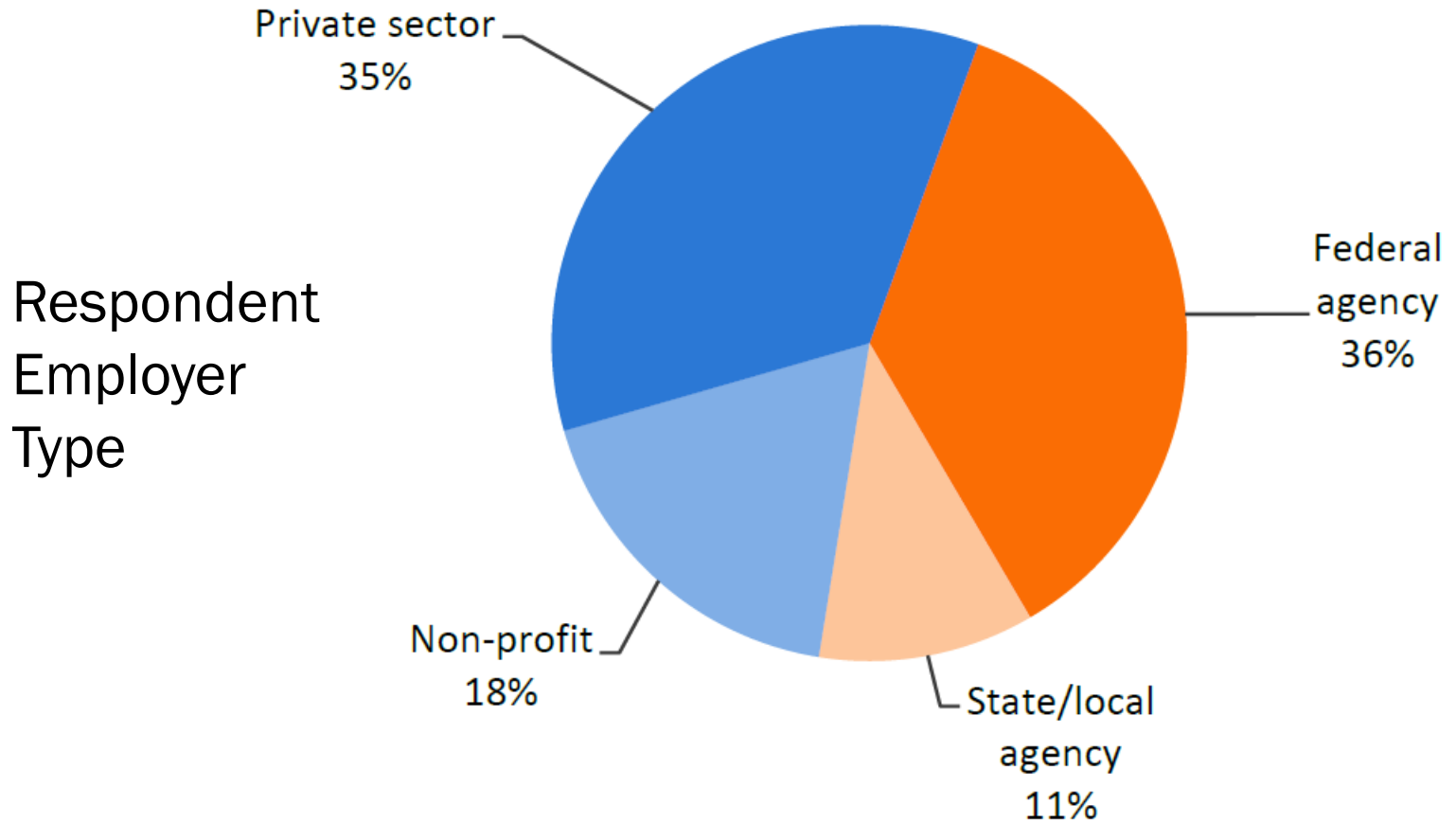
# Bike to Work Day 2022 Survey

Respondent  
Home and  
Work States

State	Home	Work
District	27%	48%
Maryland	28%	20%
Virginia	45%	32%



# Bike to Work Day 2022 Survey



# Bike to Work Day 2022 Survey

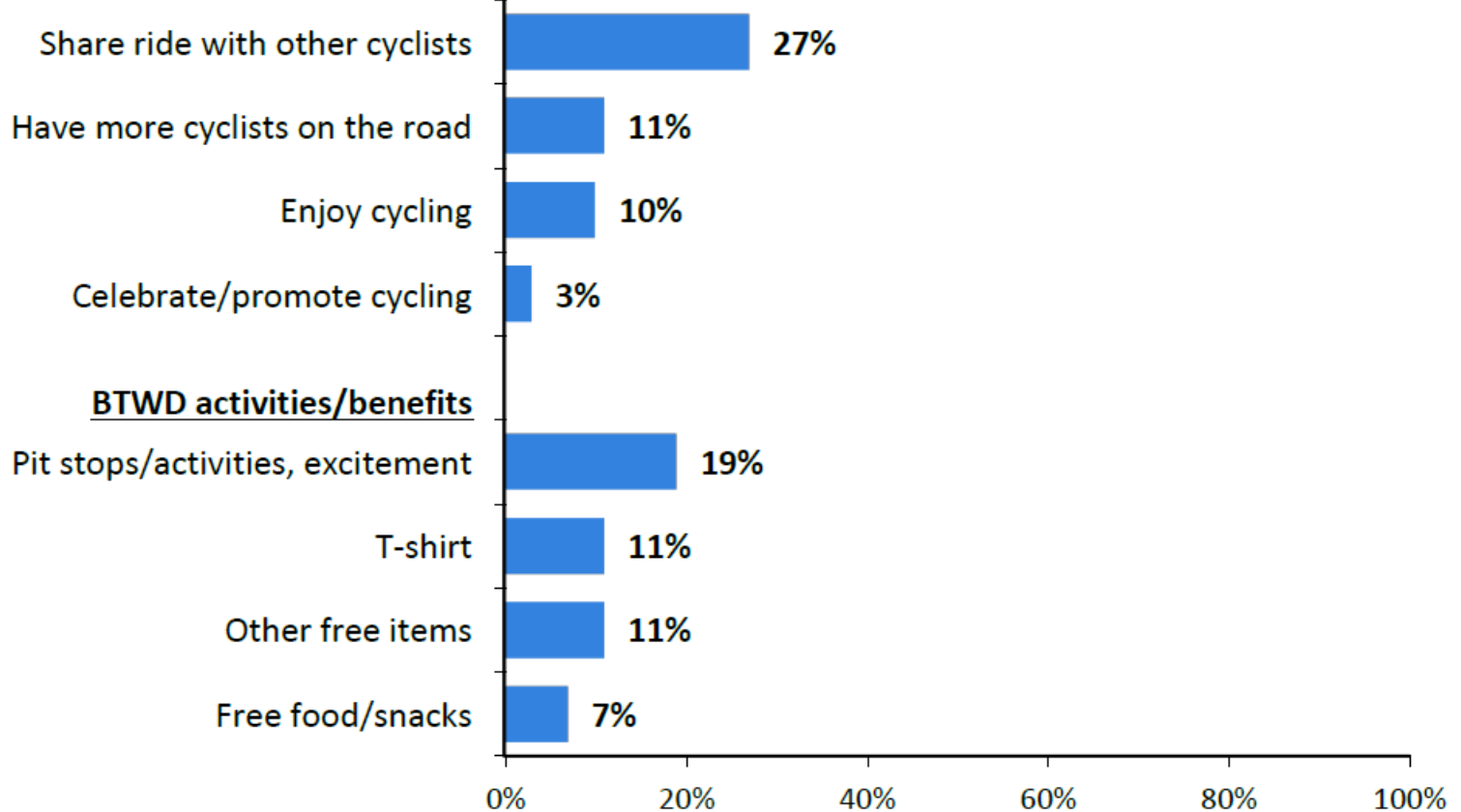
- Prior to Event  
14% of respondents never commuted by bicycle
- After Event  
20% of respondents started bicycling to work or increased frequency



# Bike to Work Day 2022 Survey

## Favorite Aspects of Event Experience

### Bicycle community/enjoyment



# Local BTWD Events

- Pit stops within 23 COG jurisdictions
- 109 total pit stops in 2024





# Refreshments



# SWAG and Bike Literature





# Raffle Prizes



# T-shirts





# Officer Friendly



# Press



A screenshot of a news article on the FOX 5 website. The article title is "DC region participates in Bike To Work Day". Below the title is a video player showing a group of people riding bicycles on a street. To the right of the article is a sidebar with a "VOTE HERE: FOX 5 Live InstaPoll" section, "FOX 5 Podcasts" including "The Good Word: Tabitha Clark, owner of More Than Java Cafe" and "The Paulini Perspective: Episode #3", and another "The Good Word" segment by "Gianno Caldwell, FOX News political analyst and author". The article byline reads "By fox5dc.com staff | Published May 17, 2019 | News | FOX 5 DC". At the bottom of the article, it says "WASHINGTON (FOX 5 DC) - Friday is the D.C. region's annual Bike To Work".



# Bikes and Transit



# Posters

**FREE EVENT**

# BIKE TO WORK DAY FRIDAY

**MAY 17, 2024**



**50 YEARS 1974-2024 THE COMMUTER CONNECTIONS. A SMARTER WAY TO WORK**

**WABA** WASHINGTON AREA BICYCLIST ASSOCIATION

**GO Alex** **ICF** **Bike Arlington**

**TERRAPIN BICYCLES** **AL'S** **BICYCLE SPACE**

**AASHIO** **NATIONAL LANDING** **capital bikeshare**

**goDCgo** **MDOT** **VDOT** **Giant**

**AMERICAN COLLEGE OF CARDIOLOGY** **FAIR LAKES** **HANDY BIKES**

**VISIONZERO** **BIKES@VIENNA**

Working from Home? No Problem!  
Bike to Your Local Pit Stop on May 17th for Your **FREE T-SHIRT\* & BIKE RAFFLE**

**REGISTER TODAY AT [BikeToWorkMetroDC.org](https://www.biketoworkmetrodc.org)**

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



Visit [biketoworkmetrodc.org](https://www.biketoworkmetrodc.org) for pit stop locations and times.  
\*T-shirts available at pit stops to first 16,000 registrants.  
Pit stops in D.C., Maryland, and Virginia!

The Bike to Work Day event is a program of the Metropolitan Washington Council of Governments and is funded by DDOT, MDOT, VDOT, and USDOT.

Register for free at [BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)  
800.745.7433

  #BTWD2024

**EVENTO GRATUITO**

# DÍA DE LA BICICLETA PARA IR AL TRABAJO VIERNES

**17 DE MAYO DE 2024**



**50 AÑOS 1974-2024 DE LAS CONEXIONES DEL COMUTANTE. UNA MANERA MÁS INTELIGENTE DE VIAJAR**

**WABA** ASOCIACIÓN DE CICLISTAS DEL ÁREA DE WASHINGTON

**GO Alex** **ICF** **Bike Arlington**

**TERRAPIN BICYCLES** **AL'S** **BICYCLE SPACE**

**AASHIO** **NATIONAL LANDING** **capital bikeshare**

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**AMERICAN COLLEGE OF CARDIOLOGY** **FAIR LAKES** **HANDY BIKES**

**VISIONZERO** **BIKES@VIENNA**

¿Trabajando desde casa? ¡No hay problema!  
Vaya en bicicleta a su parada local en la ruta el 17 de mayo para una **CAMISETA GRATIS\* Y EL SORTEO DE UNA BICICLETA**

**REGÍSTRESE HOY EN [BikeToWorkMetroDC.org](https://www.biketoworkmetrodc.org)**

Refrigerios y obsequios en los lugares que participan hasta agotar existencias.



Visite [biketoworkmetrodc.org](https://www.biketoworkmetrodc.org) para más información acerca de las paradas localizadas en la ruta y los horarios.\*Camisetas disponibles en las paradas en la ruta a los primeros 16,000 participantes que se registren.  
Paradas en la ruta en D.C., Maryland, and Virginia.

El evento del Día de la Bicicleta para ir al trabajo es un programa de Metropolitan Washington Council of Governments y está financiado por DDOT, MDOT, VDOT, and USDOT.

Regístrate gratis en [BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)  
800.745.7433

  #BTWD2024



# Thank You!





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[mwcog.org/tpb](http://mwcog.org/tpb)

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