

## **ITEM 7 – Action**

April 18, 2018

### Approval of Regional Bike to Work Day 2018 Proclamation

#### **Staff**

**Recommendation:** Approve the Bike to Work Day 2018 Proclamation.

**Issues:** None

**Background:** In an effort to increase awareness of the viability of bicycle commuting in the Washington region, regional Bike to Work Day events are being organized at 100 locations in the region for Friday, May 18. These events will encourage the business community and other regional decision-makers to support increased bicycle commuting through bicycle-friendly policies and initiatives.





# *Proclamation*

WHEREAS, bicycle commuting is an effective means to support the region's air quality goals, reduce traffic congestion, and conserve energy; and

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

WHEREAS, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage bicycle commuting; and

WHEREAS, Capital Bikeshare's regional bike sharing system has hundreds of stations across five jurisdictions: Washington, DC; Montgomery County, MD; Arlington County, VA; City of Alexandria, VA; and Fairfax County, VA; and

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

WHEREAS, the week of May 14th 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 18, 2018 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.

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Chairman



National Capital Region  
**Transportation Planning Board**



# BIKE TO WORK DAY 2018

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**Nicholas Ramfos**  
TPB Operations Programs Director

**National Capital Region Transportation Planning Board**  
April 18, 2018



## Background

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- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 18, 2018**
- **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)**
- **100 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**

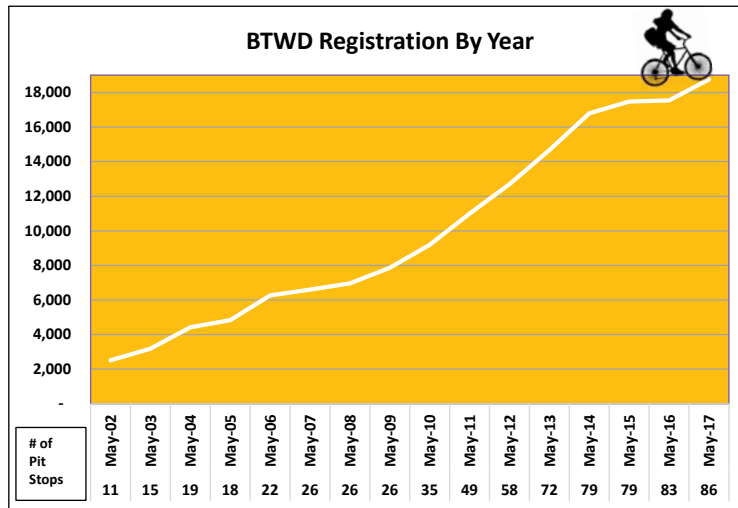


# Event Freebies

- **Food & prizes**
- **Bike maps and literature**
- **Bicycle raffles**
- **Bicycle Tune-Ups**
- **Free T-Shirts**



# Event Growth by Year



## Bike to Work Day



Metropolitan Washington  
Council of Governments

- Coincides with National Bike to Work week
- 18,755 registrants in 2017
- Goal for 2018 is 20,000
- 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 (2016)
- Online survey to all event participants
- Response rate of 21 percent
- Measures impacts of bicycle commuting before and after event
- Survey results used in Regional TDM Program Analysis
  - BTWD Daily Vehicle Trips Reduced: 1,844
  - BTWD Daily VMT Reduced: 18,809
  - Daily Tons of NOx Reduced: 0.0064
  - Daily Tons of VOC Reduced: 0.0066



# Bike to Work Day 2016 Survey

## Age Breakdown

Age	Percent
18-24	2%
25-34	26%
35-44	20%
45-54	26%
55-64	20%
65 +	6%



# Bike to Work Day 2016 Survey

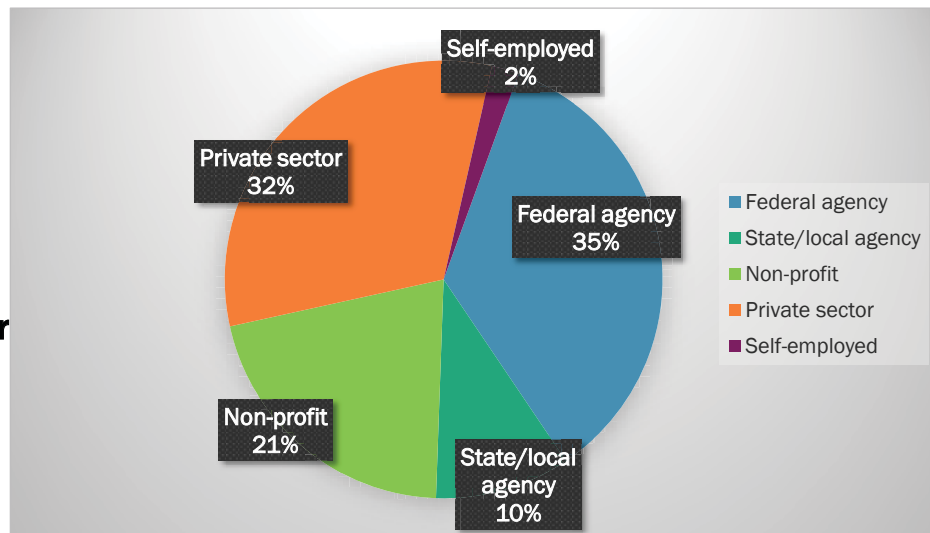
## Home and Work States

State	Home	Work
District	32%	52%
Maryland	26%	18%
Virginia	42%	30%



# Bike to Work Day 2016 Survey

## Type of Employer



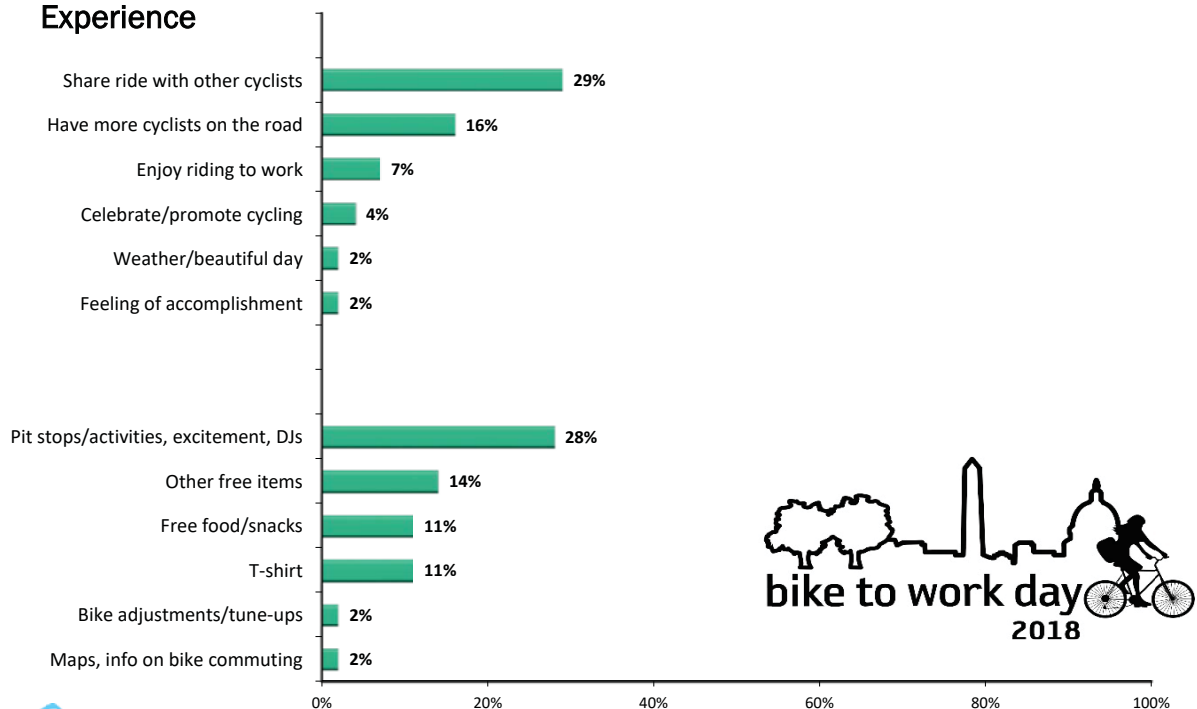
# Bike to Work Day 2016 Survey

- Prior to Bike to Work Day 14% of respondents never commuted by bicycle
- After Bike to Work Day
  - 28% of respondents start bicycling to work 2.9 days/week



# Bike to Work Day 2016 Survey

## Favorite Part of 2016 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**

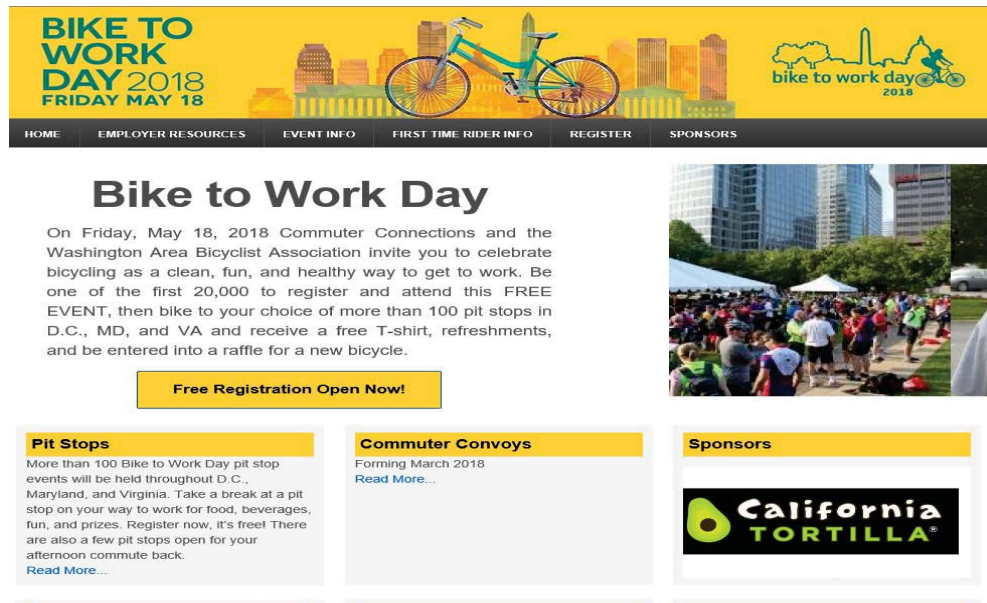


# VIP Invitations

- **WABA to formally invite elected officials**
- **All TPB members on the list**
- **Officials asked to RSVP to the pit stop of their choice.**



# Website – biketoworkmetrodc.org



The screenshot shows the homepage for Bike to Work Day 2018. At the top is a navigation bar with links: HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER, and SPONSORS. The main content area features a large heading "Bike to Work Day" followed by a paragraph: "On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle." Below this is a yellow button that says "Free Registration Open Now!". There are three columns of information: "Pit Stops" (More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back. [Read More...](#)), "Commuter Convoys" (Forming March 2018 [Read More...](#)), and "Sponsors" (California TORTILLA logo).

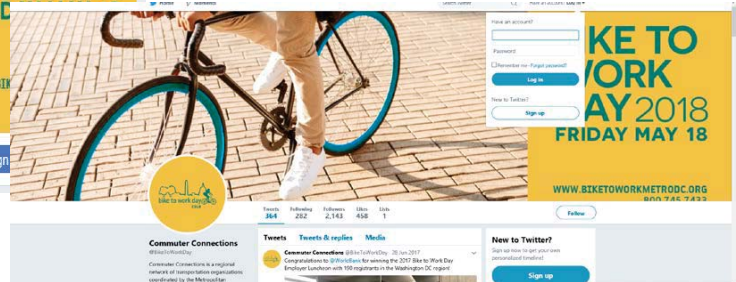


# Social Media

facebook



twitter



# Posters and Rack Cards



# T-Shirts



# Banners

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

**WEST END AT AMERICAN COLLEGE OF CARDIOLOGY**  
2400 N St, NW Corner of N & 24th Sts  
3:00 pm to 6:00 pm

Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
or call 800.745.7433

**Sponsors:** COMMUTER CONNECTIONS, WABA, Takema Bicycle, ICF, SPOKES RECYCLES, GO Alex, Marriott, Bike Arlington, goDCgo, California TORTILLA, BICYCLE SPACE, and others.

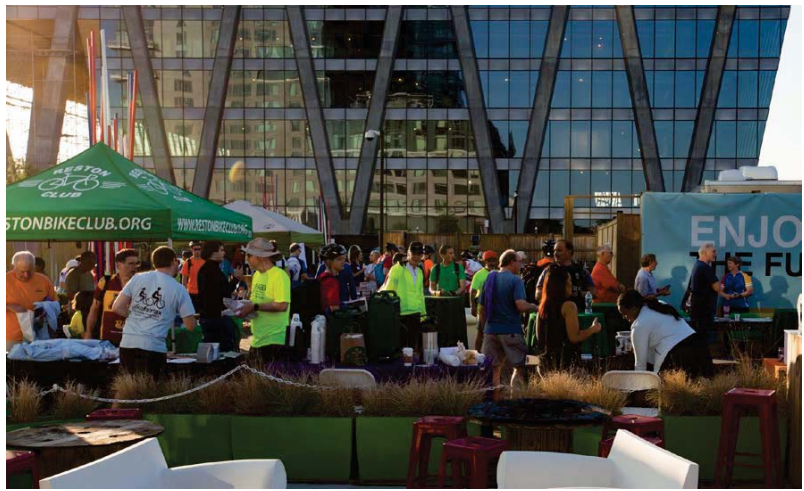
**Graphic:** A bicycle in front of a city skyline with the text 'bike to work day 2018' and a small logo.

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

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Washington, DC 20002



National Capital Region  
Transportation Planning Board







**Bike to Work Day 2018 Official Pit Stops**

St	Jurisdiction / Quadrant	Pit Stop Name
DC	NE	Anacostia River Trail/ River Terrace Park
DC	NE	Edgewood - Met Branch Trail
DC	NE	Ivy City
DC	NE	NoMa
DC	NE	Old City Market and Oven
DC	NE	Union Market
DC	NW	Adams Morgan
DC	NW	Columbia Heights
DC	NW	Franklin Square
DC	NW	Freedom Plaza
DC	NW	Georgetown Waterfront Park Area
DC	NW	Glover Park
DC	NW	Golden Triangle – L Street
DC	NW	Golden Triangle – Farragut Square
DC	NW	Lamond at Seabury
DC	NW	Mt. Vernon Triangle
DC	NW	National Geographic Society
DC	NW	Shaw
DC	NW	West End at American College of Cardiology

St	Jurisdiction / Quadrant	Pit Stop Name
DC	SE	Anacostia
DC	SE	Capitol Hill Eastern Market Metro Plaza
DC	SE	Capitol Hill at House Office Buildings
DC	SE	Capitol Riverfront at Canal Park
DC	SE	Coast Guard Headquarters
DC	SW	L'Enfant Plaza
DC	SW	Southwest Business Improvement District
DC	SW	The Wharf/Southwest Waterfront
DC	SW	USDA Farmers Market
MD	Charles County	Indian Head
MD	Frederick County	Frederick
MD	Montgomery County	Bethesda - Downtown
MD	Montgomery County	FDA White Oak
MD	Montgomery County	Friendship Heights
MD	Montgomery County	Gaithersburg – Kentlands
MD	Montgomery County	Gaithersburg – Olde Towne
MD	Montgomery County	National Institutes of Health Bldg One
MD	Montgomery County	Naval Support Activity Bethesda
MD	Montgomery County	North Bethesda at Pike & Rose
MD	Montgomery County	Rock Springs Business Park
MD	Montgomery County	Rockville - Fallsgrove Village Center
MD	Montgomery County	Rockville – Town Center
MD	Montgomery County	Rockville – Twinbrook
MD	Montgomery County	Silver Spring – Discovery Place
MD	Montgomery County	Takoma Park – Downtown/Old Takoma
MD	Montgomery County	Takoma Park – Sligo Creek Trail

St	Jurisdiction / Quadrant	Pit Stop Name
MD	Prince George's County	Bladensburg Waterfront Park
MD	Prince George's County	Bowie – Old Town
MD	Prince George's County	Bowie – Town Center
MD	Prince George's County	Capitol Heights at Maryland Park Bicycles
MD	Prince George's County	College Park – City Hall/UMD
MD	Prince George's County	Greenbelt
MD	Prince George's County	Hyattsville
MD	Prince George's County	Largo
MD	Prince George's County	Oxon Hill/National Harbor
MD	Prince George's County	Port Towns – Edmonston
MD	Prince George's County	U.S. Census Bureau
MD	Prince George's County	University of Maryland
VA	City of Alexandria	Alexandria - Carlyle
VA	City of Alexandria	Alexandria – Del Ray
VA	City of Alexandria	Alexandria - Fairlington
VA	City of Alexandria	Alexandria – Mark Center
VA	City of Alexandria	Alexandria – Old Town
VA	Arlington County	Arlington – Army National Guard Readiness
VA	Arlington County	Arlington - Ballston
VA	Arlington County	Arlington – Columbia Pike/Penrose Square
VA	Arlington County	Arlington - Crystal City Water Park
VA	Arlington County	Arlington – East Falls Church Metro Station
VA	Arlington County	Arlington - Rosslyn
VA	Arlington County	Arlington - Afternoon Party Heavy Seas Alehouse
VA	Arlington County	Arlington - Shirlington
VA	Arlington County	Arlington - Afternoon Party New District Brewing Co

St	Jurisdiction / Quadrant	Pit Stop Name
VA	Fairfax County	Annandale
VA	Fairfax County	Burke VRE Station
VA	Fairfax County	Chantilly
VA	Fairfax County	Fair Lakes Center
VA	Fairfax County	Fairfax City Downtown
VA	Fairfax County	Fairfax County Government Center
VA	Fairfax County	Falls Church
VA	Fairfax County	Herndon
VA	Fairfax County	Huntington
VA	Fairfax County	Lorton VRE Station
VA	Fairfax County	Mclean
VA	Fairfax County	Mosaic
VA	Fairfax County	Mt. Vernon – Collingwood Park
VA	Fairfax County	Reston - Wiehle-Reston East Metrorail Station
VA	Fairfax County	Springfield/Metro Park at Walker Lane
VA	Fairfax County	Tysons Corner Center
VA	Fairfax County	Vienna
VA	Loudoun County	Leesburg
VA	Loudoun County	Sterling
VA	Prince William County	Dumfries
VA	Prince William County	Haymarket Bicycles
VA	Prince William County	Manassas - George Mason University
VA	Prince William County	Manassas - Kelly Leadership Center
VA	Prince William County	Manassas Park at Palisades Apts
VA	Prince William County	Manassas – VRE Station
VA	Prince William County	Rippon Landing VRE Station
VA	Prince William County	Woodbridge - Chinn Center
VA	Prince William County	Woodbridge - Tackett's Mill
VA	Prince William County	Woodbridge VRE Station