

# BIKE TO WORK DAY 2023

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**Daniel Hoagland**  
**Bike to Work Day Steering Committee Chair**  
**NoMa Business Improvement District**

**TPB Technical Committee**  
**April 7, 2023**



# Background

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- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 19, 2023**
- **Celebrates bicycling as a clean, fun, and healthy way to get to work**
- **Participation goal set**



# Support for Cyclists

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- **Cycling classes**
- **Bicycling to work guides (pamphlets)**
- **108 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**
- **Bicycle route finder**

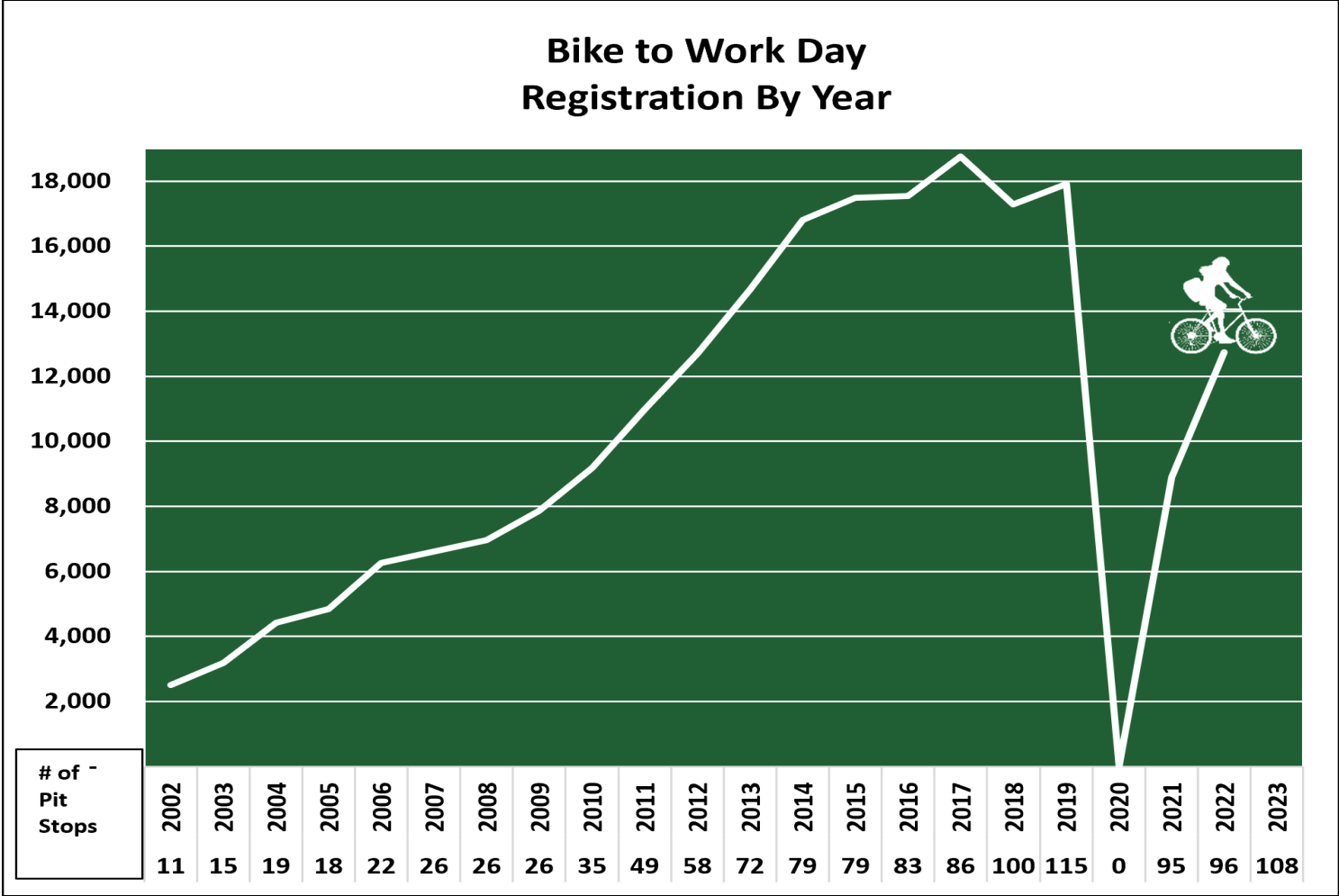


# Event Freebies

- Food & prizes
- Bike maps and literature
- Bicycle raffles
- Bicycle tune-ups
- Free T-shirts



# Event Growth by Year



# Bike to Work Day

- **Coincides with National Bike to Work Week**
- **12,740 registrants in 2022**
- **Goal for 2023 is 14,000**
- **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

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- **Bicycles racks**
- **Bike lockers and cages**
- **Showers**
- **Personal gym lockers**
- **Bike subsidy**
- **Capital Bikeshare memberships**





# Bike to Work Day Survey

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- **Conducted every three years (2019)**
- **Online survey to all event participants**
- **Response rate of 14 percent**
- **Measures impacts of bicycle commuting before and after event**
- **Survey results used in Regional TDM Program Analysis**



# Bike to Work Day 2019 Survey

## Age Breakdown

Age	Percent
18-24	2%
25-34	20%
35-44	22%
45-54	23%
55-64	25%
65 +	8%



# Bike to Work Day 2019 Survey

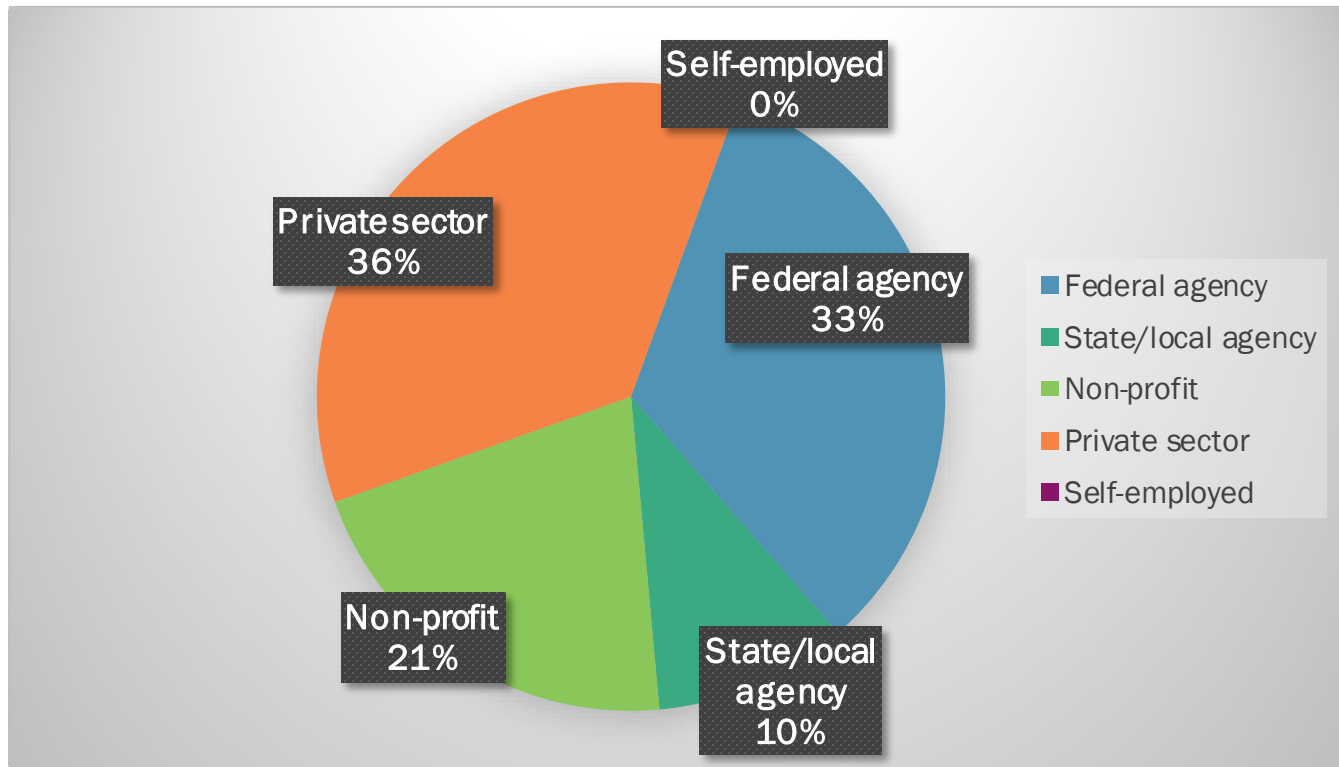
## Home and Work States

State	Home	Work
District	32%	50%
Maryland	26%	19%
Virginia	42%	31%



# Bike to Work Day 2019 Survey

**Type of Employer**



# Bike to Work Day 2019 Survey

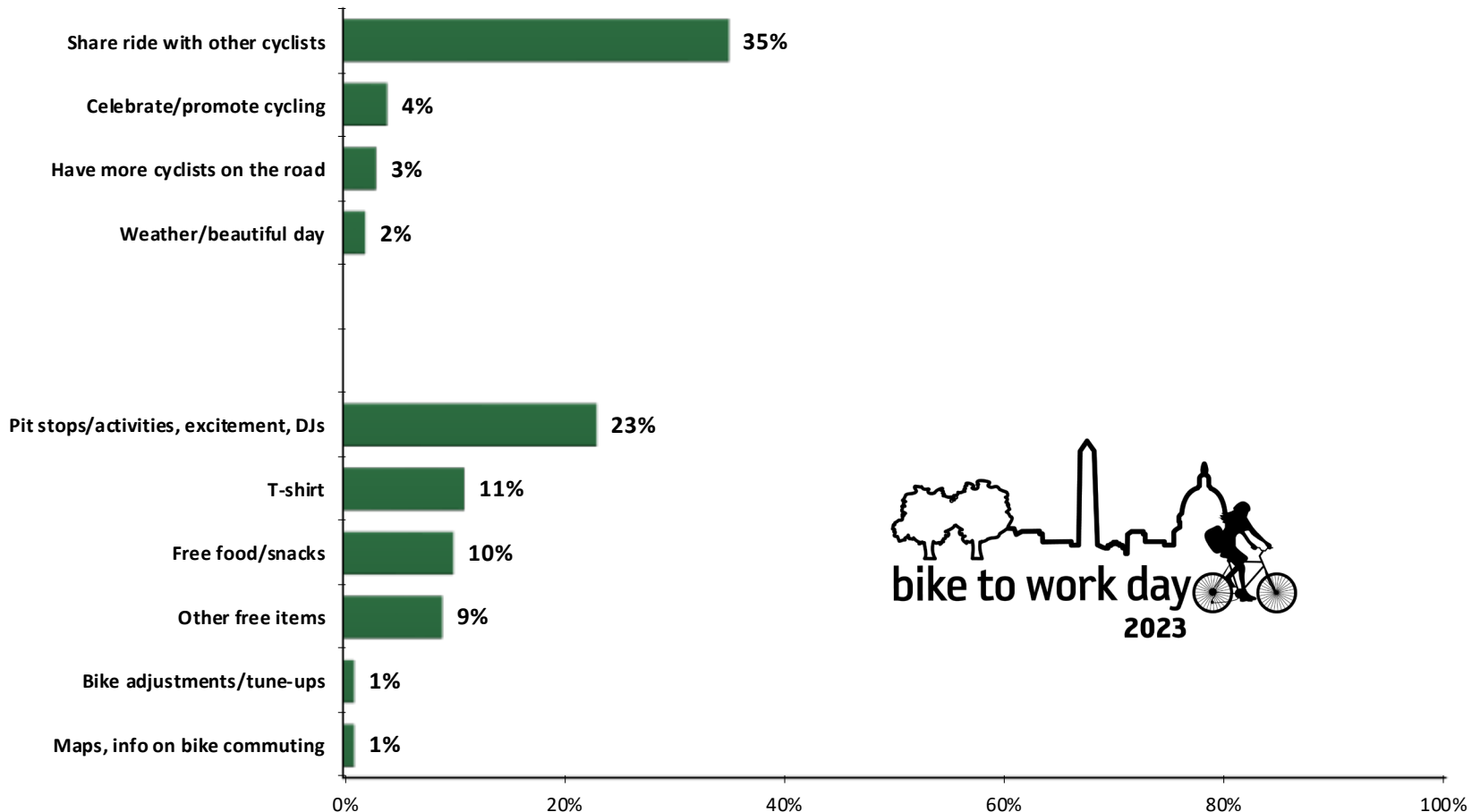
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- **Prior to Bike to Work Day 13% of respondents never commuted by bicycle**
- **After Bike to Work Day**
  - **23% of new rider respondents started bicycling to work 2.5 days/week**



# Bike to Work Day 2019 Survey

## Favorite Part of 2019 Bike-to-Work Day Event Experience



# Rain Date Policy

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- **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

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- **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**





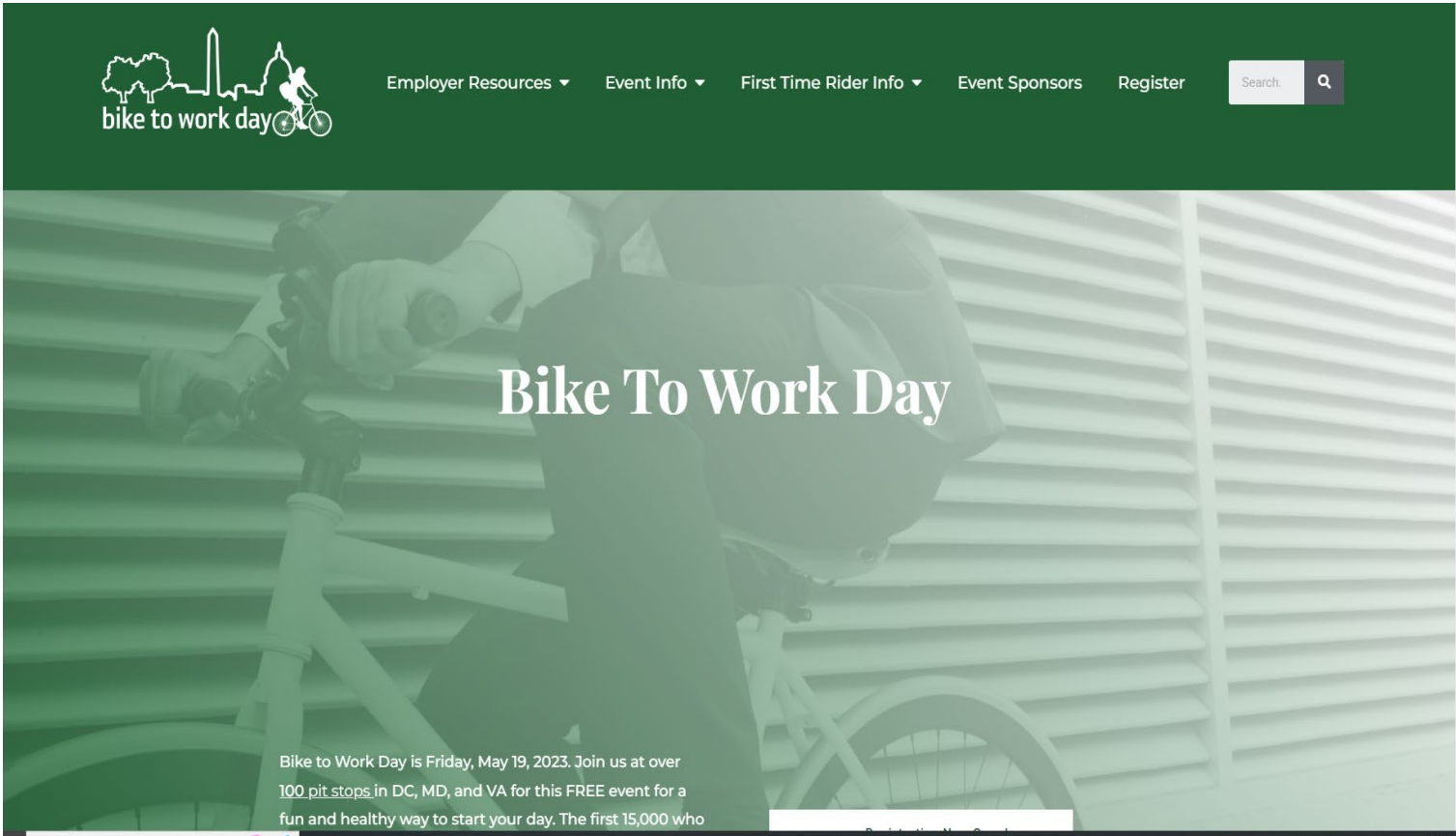
# VIP Invitations

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- **All TPB members invited**
- **Officials asked to RSVP to the pit stop of their choice.**



# Website – biketoworkmetrodc.org



# Social Media



# Posters and Rack Cards

**FREE EVENT**  
**BIKE TO WORK DAY**  
**FRIDAY**  
**MAY 19, 2023**

Pre-Register by May 12 for  
**FREE T-SHIRT\* & BIKE RAFFLE**  
**REGISTER TODAY AT**  
**BikeToWorkMetroDC.org**

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























Register for free at  
**BIKETOWORKMETRODC.ORG**  
 800.745.7433

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
 \*T-Shirts available at pit stops to first 15,000 registrants.  
 Pit stops in D.C., Maryland, and Virginia!

Bike to Work Day is funded by DCOT, MDOT, VDOT, and USDOT.

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Printed on recycled paper



# T-shirts



# Banners

**bike to work day**  
2023

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or call 800.745.7433

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A SMARTER WAY TO WORK

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BIKISTART ASSOCIATION

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**PEDEGO**  
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**ICF**

**ALL ABOUT**  
EUROPE

**Bike Arlington**

**VERRA**  
Standards for a  
Sustainable Future

**BICYCLE SPACE**

**City Dental DC**  
serving over 20 years

**FREE EVENT**

**BIKE  
TO WORK DAY  
FRIDAY  
MAY 19, 2023**

**ANACOSTIA**

**ACROSS FROM ARTS CENTER**  
13th Street & Good Hope Road SE  
7:00 am to 9:00 am



Daniel Hoagland  
Bike to Work Day Steering Committee Chair

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

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