



2022 BIKE TO WORK DAY SURVEY HIGHLIGHTS

TPB BICYCLE AND PEDESTRIAN SUBCOMMITTEE

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Survey Methodology

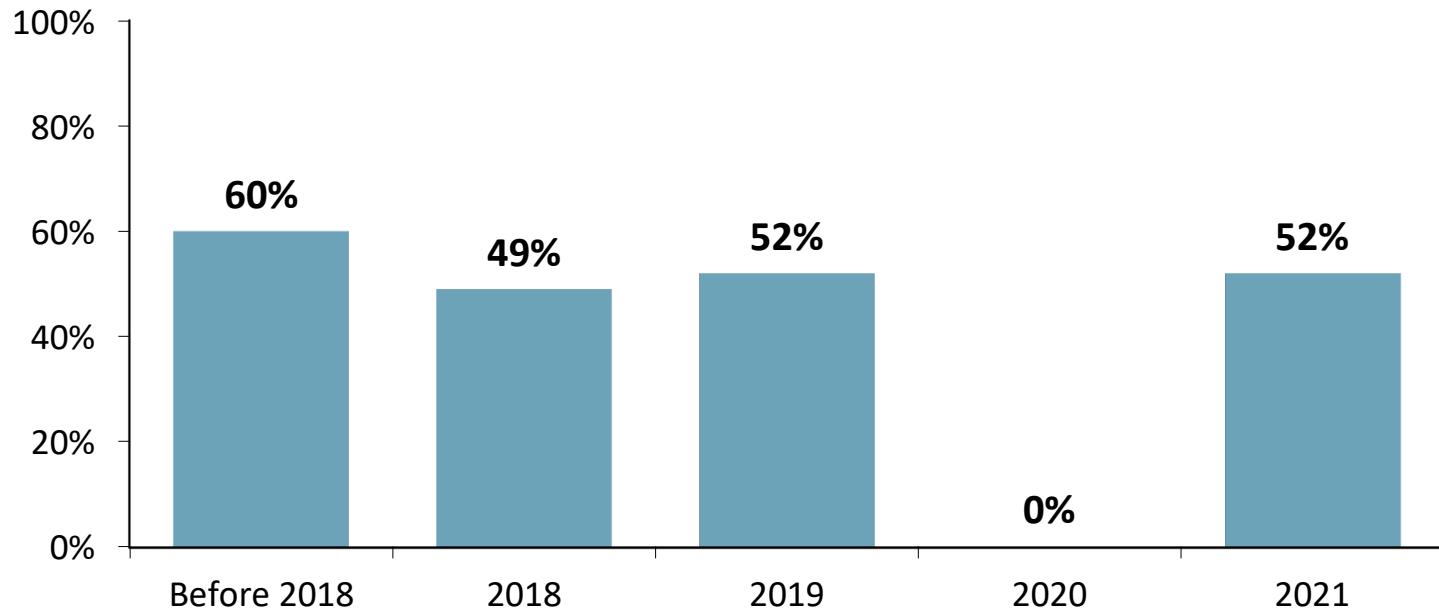
- Internet survey of May 2022 Bike to Work Day participants
- Survey conducted in November 2022
- Delivered 12,550 invitations, received 2,659 responses, 21.2% response rate
- Collect data for analysis of BTWD component of Mass Marketing TDM analysis
- Define new and increased bike commute use
- Bike commuting before BTWD
- Bike commuting in summer after BTWD
- Bike commuting in fall after BTWD

Survey Methodology (con't)

- Estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days
- No new questions since 2019 but some question/response updates to clarify pandemic role on BTWD action
- Survey was conducted by LDA Consulting and WBA Research

2022 was First BTWD for 18% of Respondents; 82% Had Participated in an Earlier Event

52% of 2022 riders also participated in 2021; 52% participated in 2019; 60% participated in an event before 2018. No 2020 event.



Past BTWD Events attended

29% Heard about BTWD through Internet, 18% from a Personal Referral, and 18% from Social Media

2022 sources were generally similar to 2019 except that email notices grew and WABA referrals fell slightly as info sources

Age differences noted for:

Social media

Under 35 – 25%

35+ – 17%

Referrals

Under 35 – 28%

35+ – 16%

Employer

Under 35 – 19%

35+ – 11%

WABA

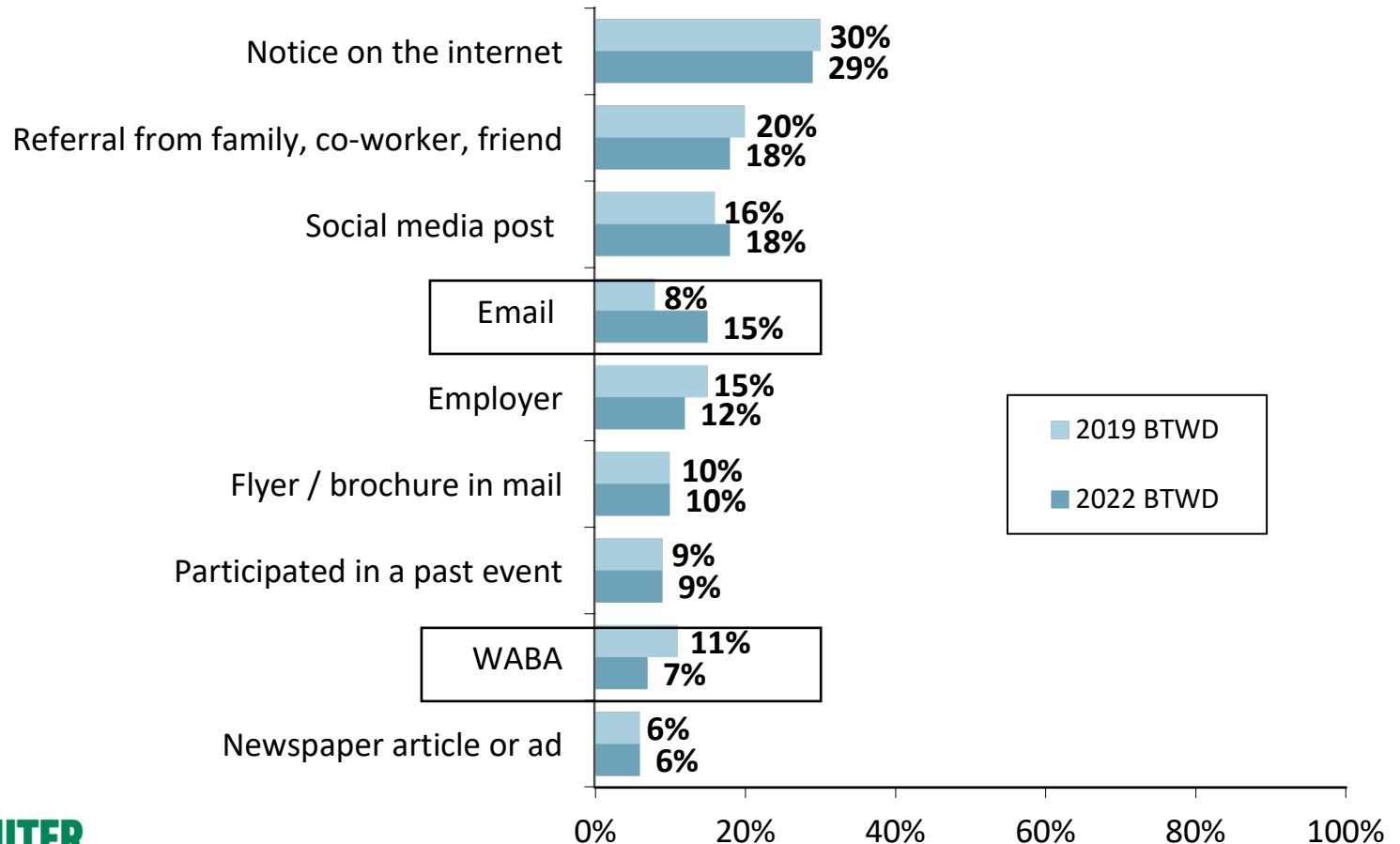
Under 35 – 3%

35+ – 8%

Internet

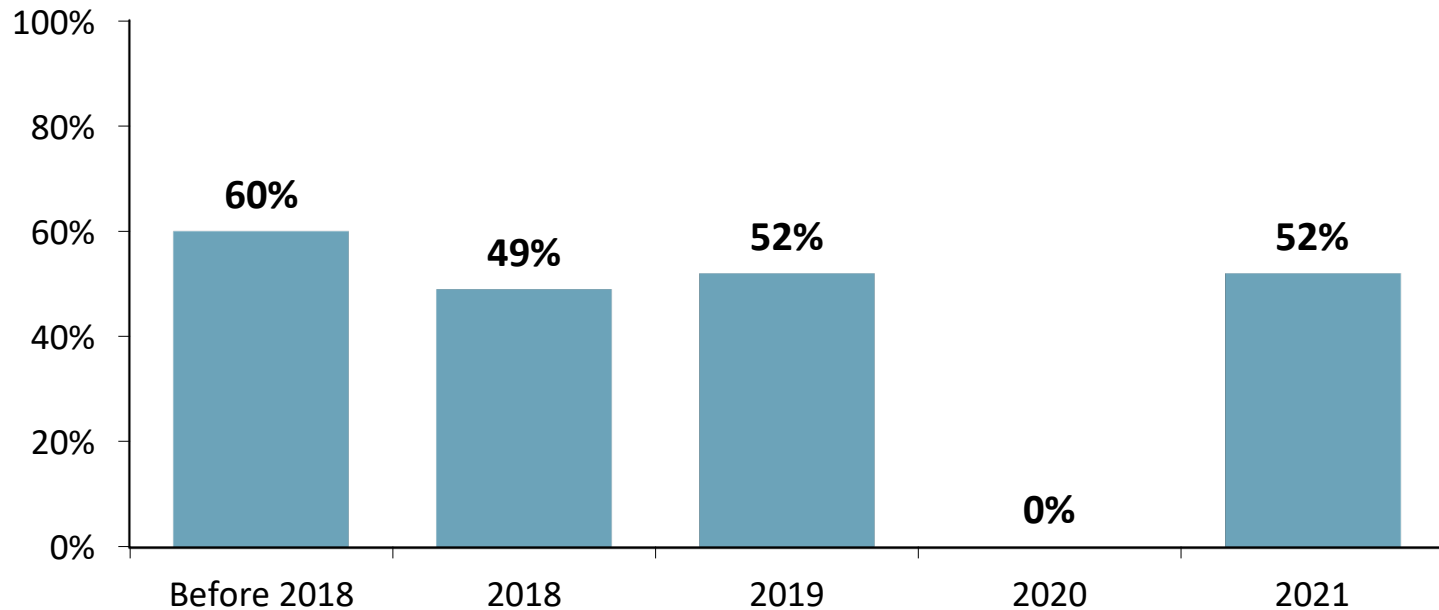
Under 35 – 24%

35+ – 30%



2022 was First BTWD for 18% of Respondents; 82% Had Participated in an Earlier Event

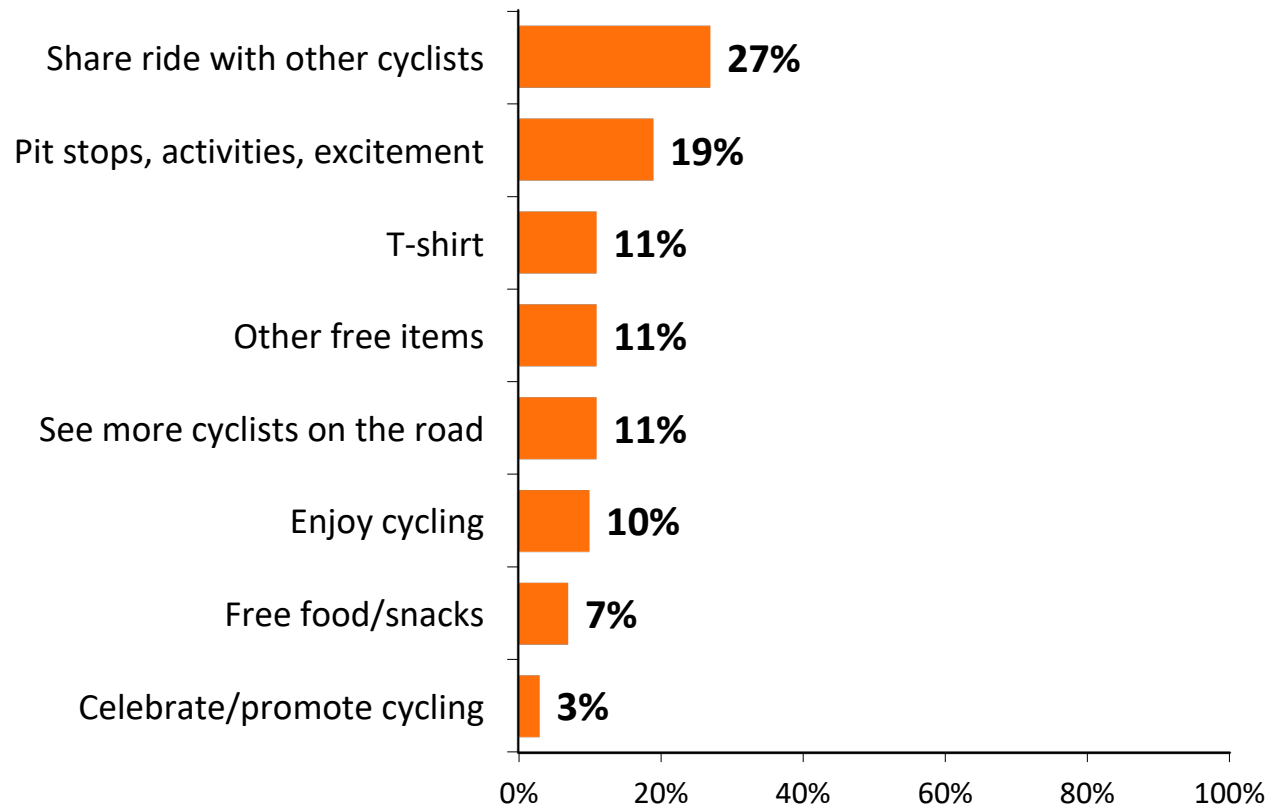
52% of 2022 riders also participated in 2021; 52% participated in 2019; 60% participated in an event before 2018. No 2020 event.



Past BTWD Events attended

One-quarter Said the Best Part of BTWD Was Sharing the Ride with Others; 19% Said it Was Pit Stops

Respondents also mentioned t-shirts, free food, and other tangible rewards of participation, as well as enjoyment of cycling



Were respondents...

Likely to participate in another BTWD event?

Very likely – 92%

Somewhat likely – 6%

Likely to recommend BTWD to friend?

Very likely – 87%

Somewhat likely – 11%

Type of Bike and Portion of Commute Ridden on BTWD

- **94% used personal bike**; 5% CaBi, 1% other
 - **91% used traditional (rider-powered) bike**; 9% e-bike
 - **74% rode entire trip from home to work**; **18% biked to pit stop then rode home**; 4% drove to transit station then took bus/train; 3% drove to P&R and rode from there; 1% other
 - **46% who combined bike with transit left bike at station**; 42% took bike on train, 12% took bike on bus

Demographics: BTWD Participant vs Regional Worker

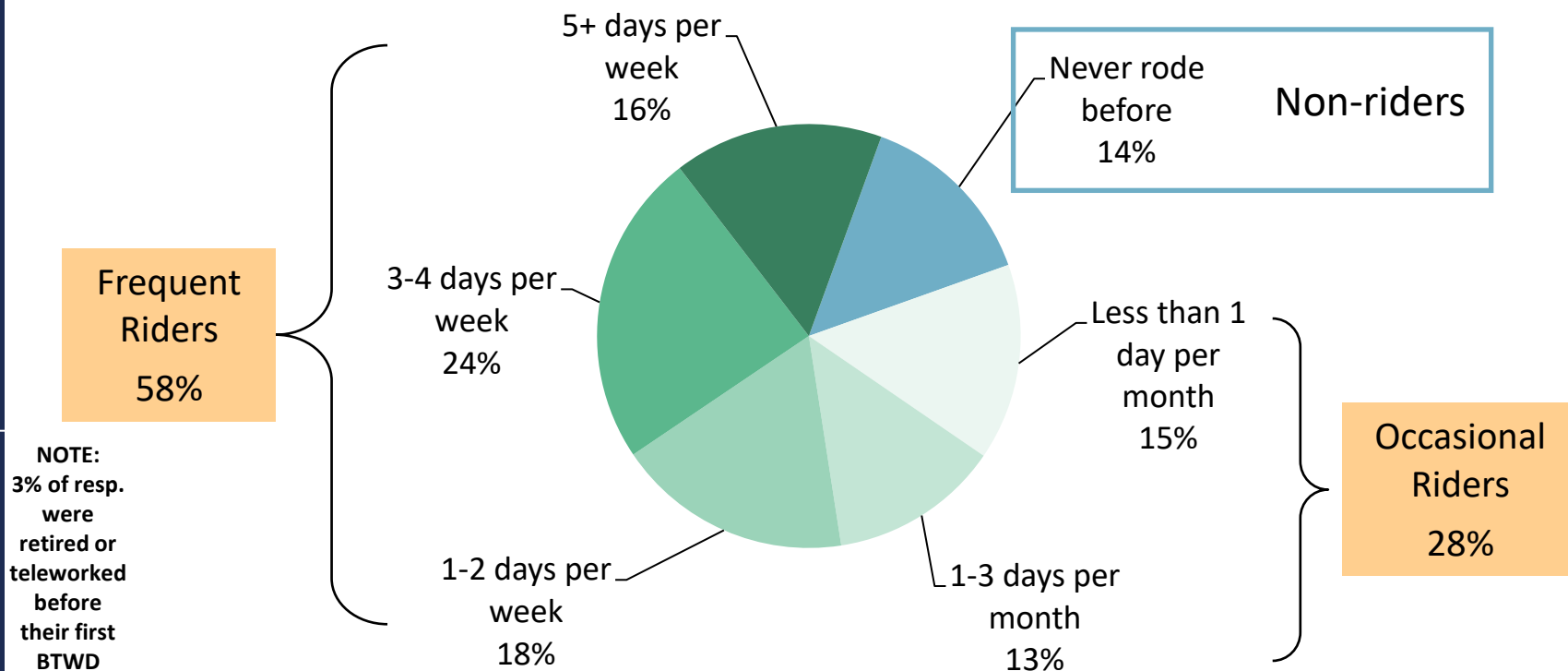
- **Overwhelmingly White** – 86% vs 43% regionally
- **Predominantly male** – 67% vs 49% regionally
- **Older** – 60% were 45+ years vs 44% regionally
- **Higher HH income** – 79% \$100,000+ vs 63% regionally
- **Work for large org** – 49% 251+ employees vs 45% regionally

Regional data from 2022 State of the Commute Survey

Before their First BTWD, 86% of Respondents Biked to Work at Least 1 Day/Month

58% were frequent riders (1+ days per week); 28% rode less than 1 day per week; 14% never rode before BTW Day

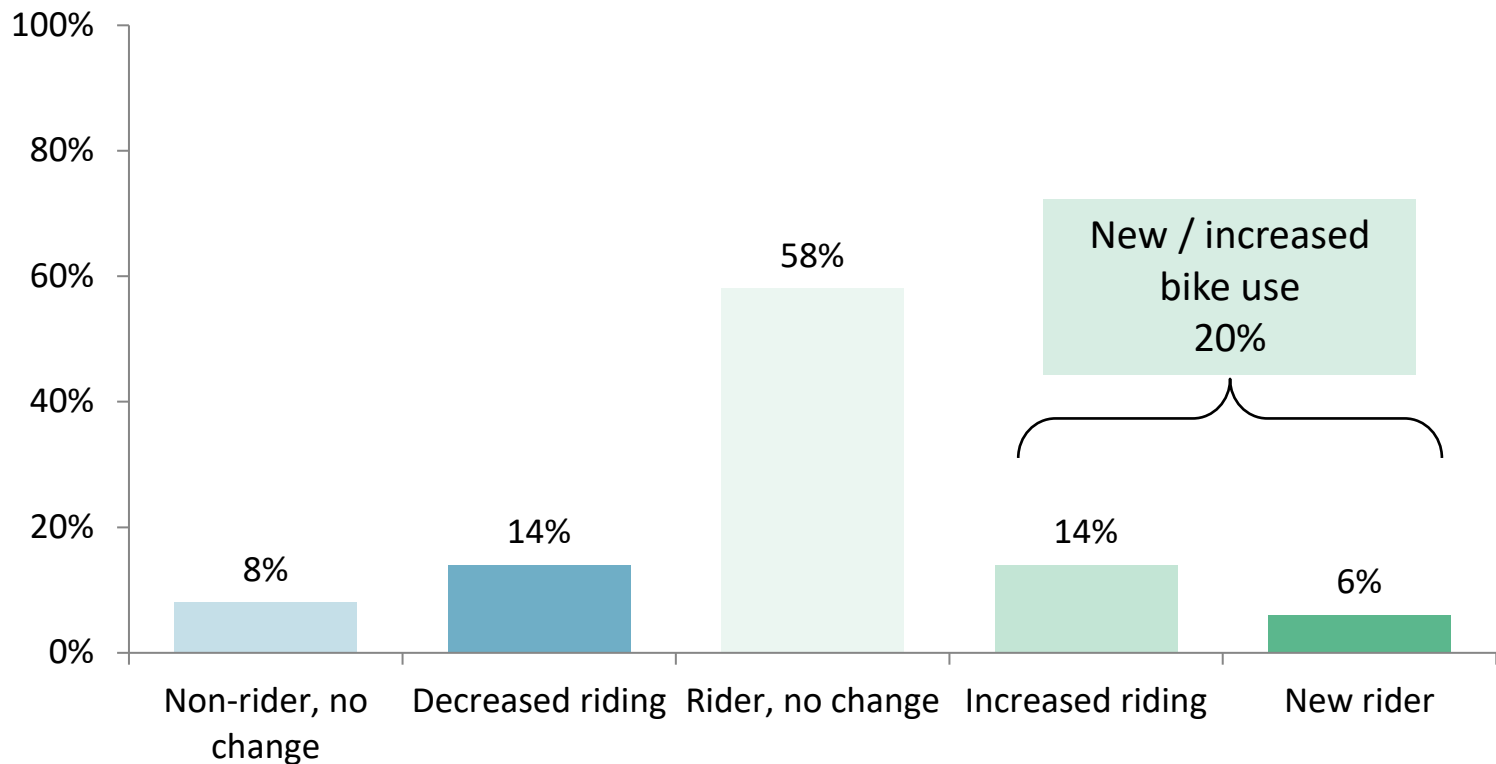
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Bike to work frequency before BTW Day

After 2022 BTWD, 20% Started Biking to Work or Increased Biking, a Slight Drop from 2019 (23%)

About six in ten rode before and did not change riding frequency, 8% did not ride before and did not start; 14% decreased frequency



2019 BTWD

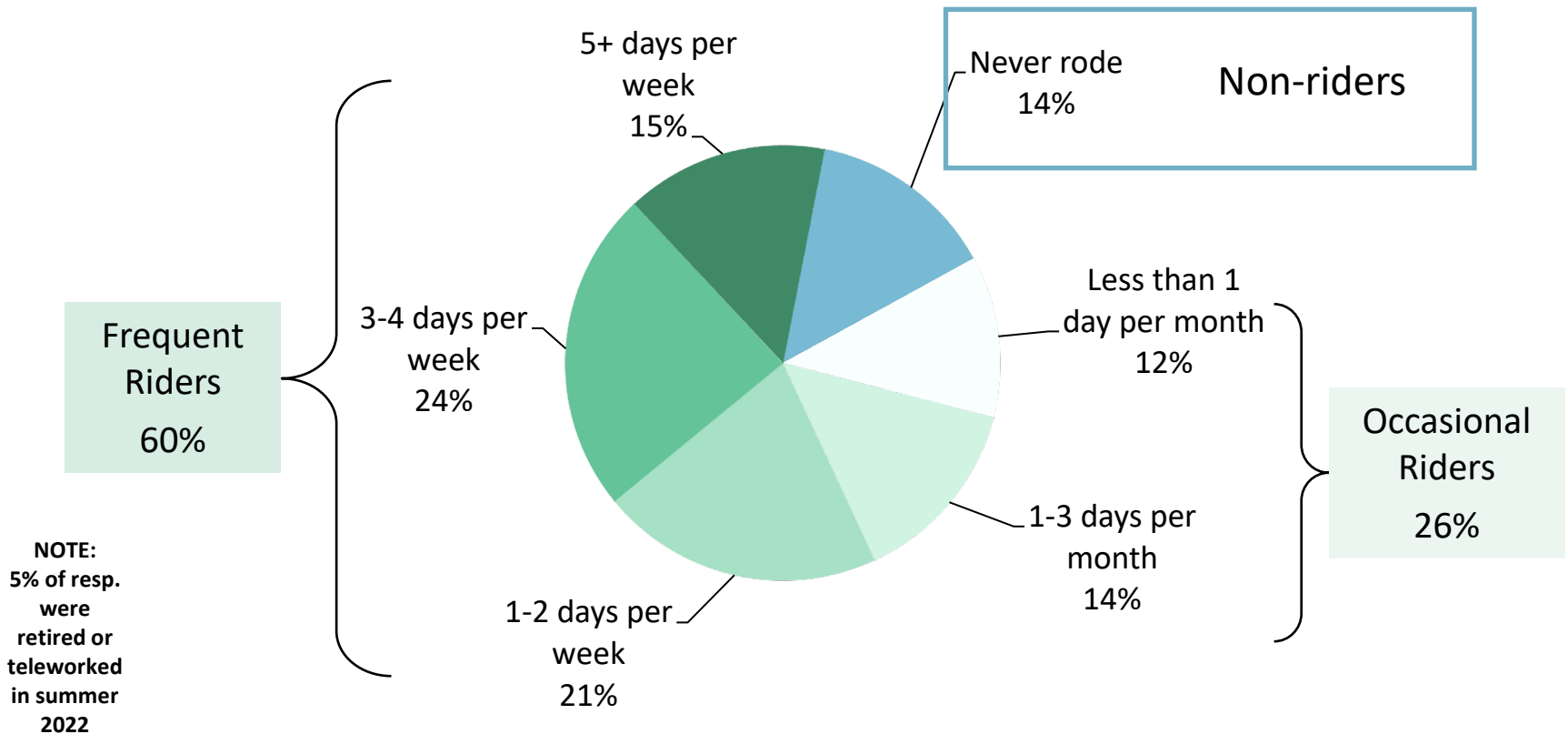
7% new rider

16% increased rider

(2019 n = 2,237)

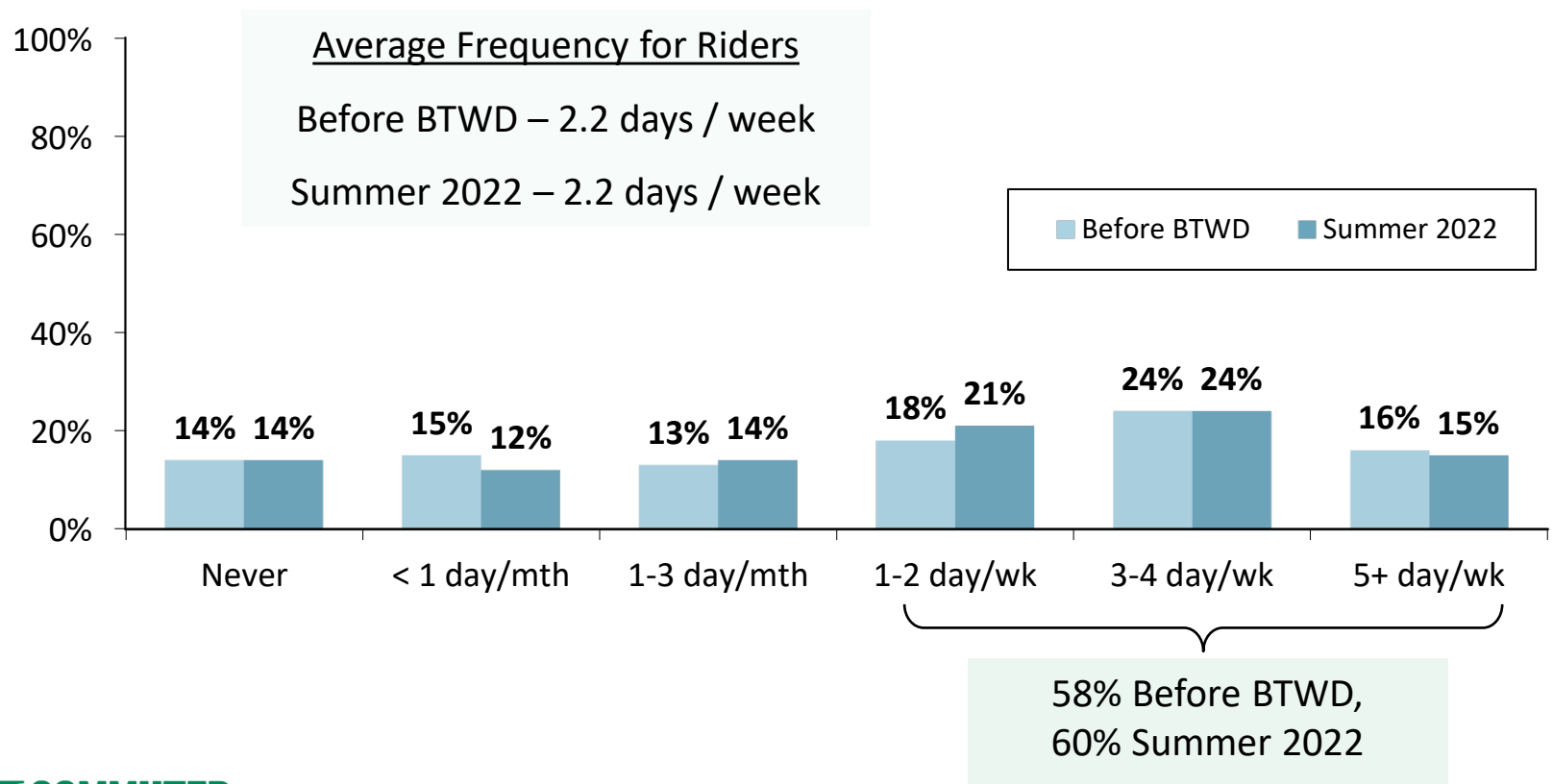
In Summer 2022 after BTWD 2022, 86% of Respondents Biked to Work at Least 1 Day/Month

The share of riders was the same 86% before BTWD and after BTWD. But some previous riders had retired or shifted to remote work/TW.



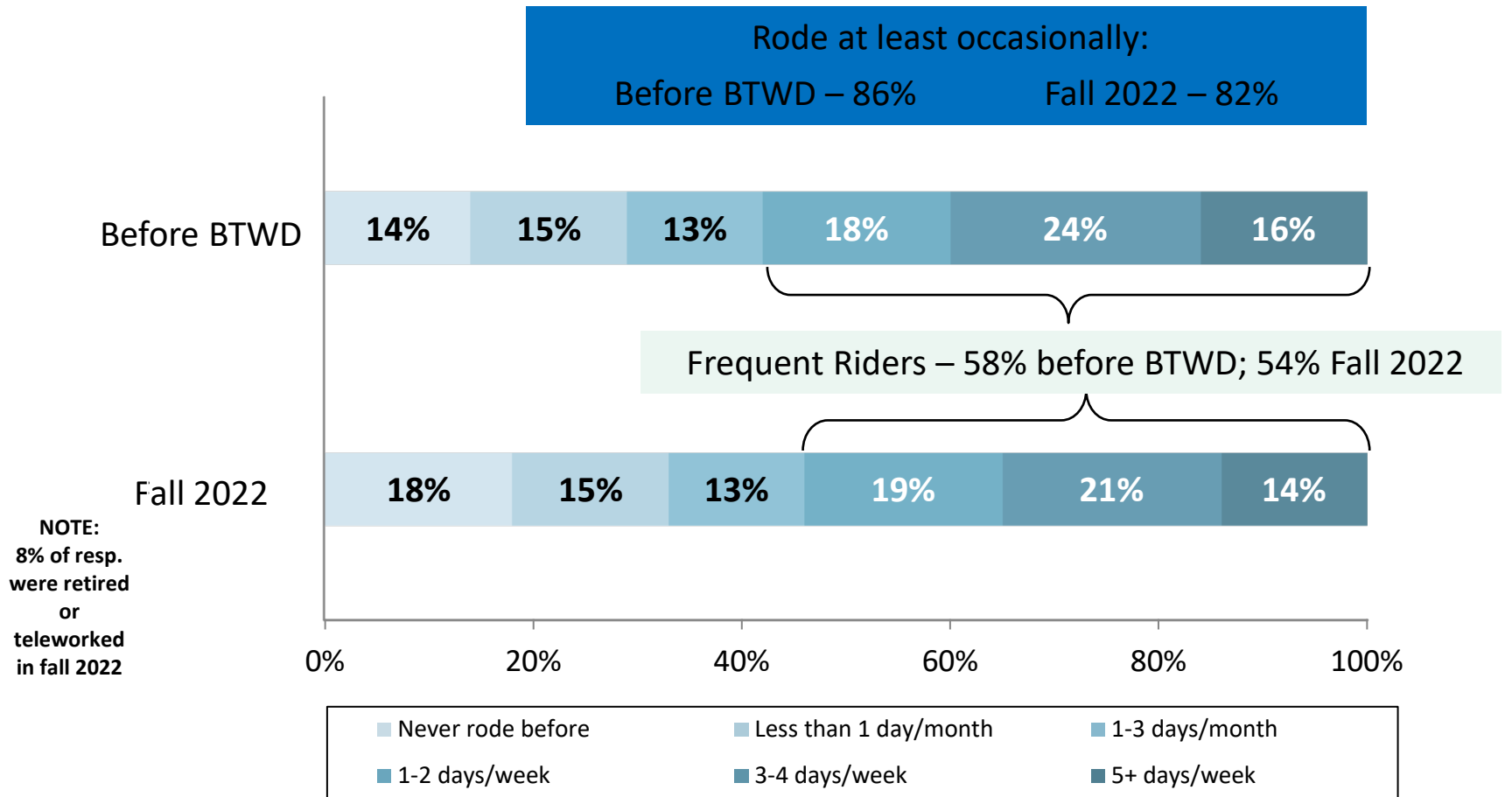
Average Rider Frequency Remained Constant at 2.2 days/week From Before BTWD to Summer 2022

No statistical change in individual ride frequency categories



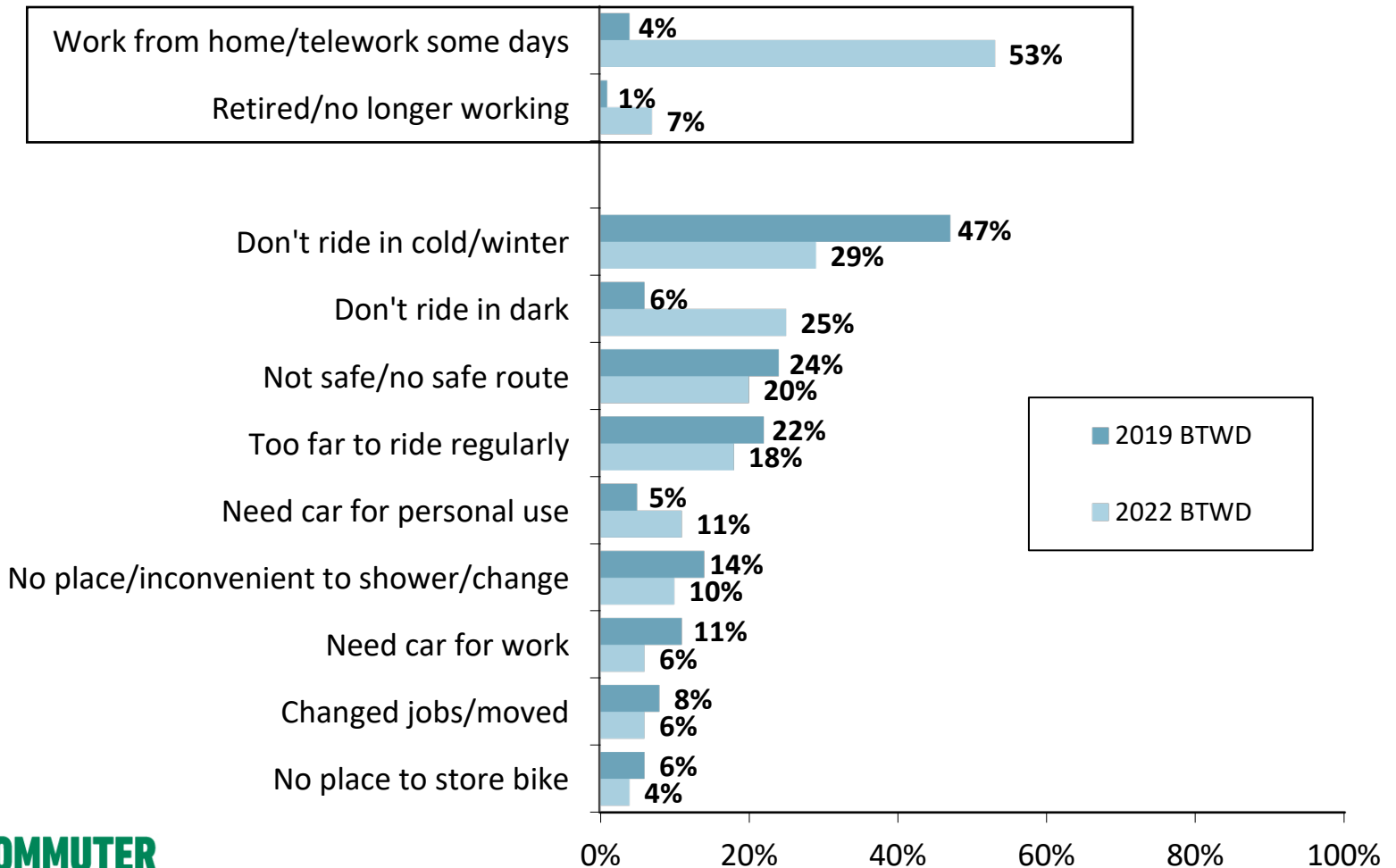
In Fall 2022, Riding Declined Slightly From Pre-BTWD

82% rode at least occasionally and 54% rode 1+ days per week



Primary Barrier to Continued Bike Use During Fall 2022 Was Telework/Remote Work (53%)

Other issues were weather, riding safety, and long distance to work



Multiple responses permitted

On Days Respondents Do Not Bike to Work, 37% Drive Alone; 28% Ride Transit and 26% Telework

The 2022 DA percentage was about the same as for 2019 but transit use was much lower (28% vs 45%) and TW was much higher (26% vs 6%)

2019 Modes

DA – 38%

Transit – 45%

CP/VP – 4%

Walk – 7%

TW – 6%

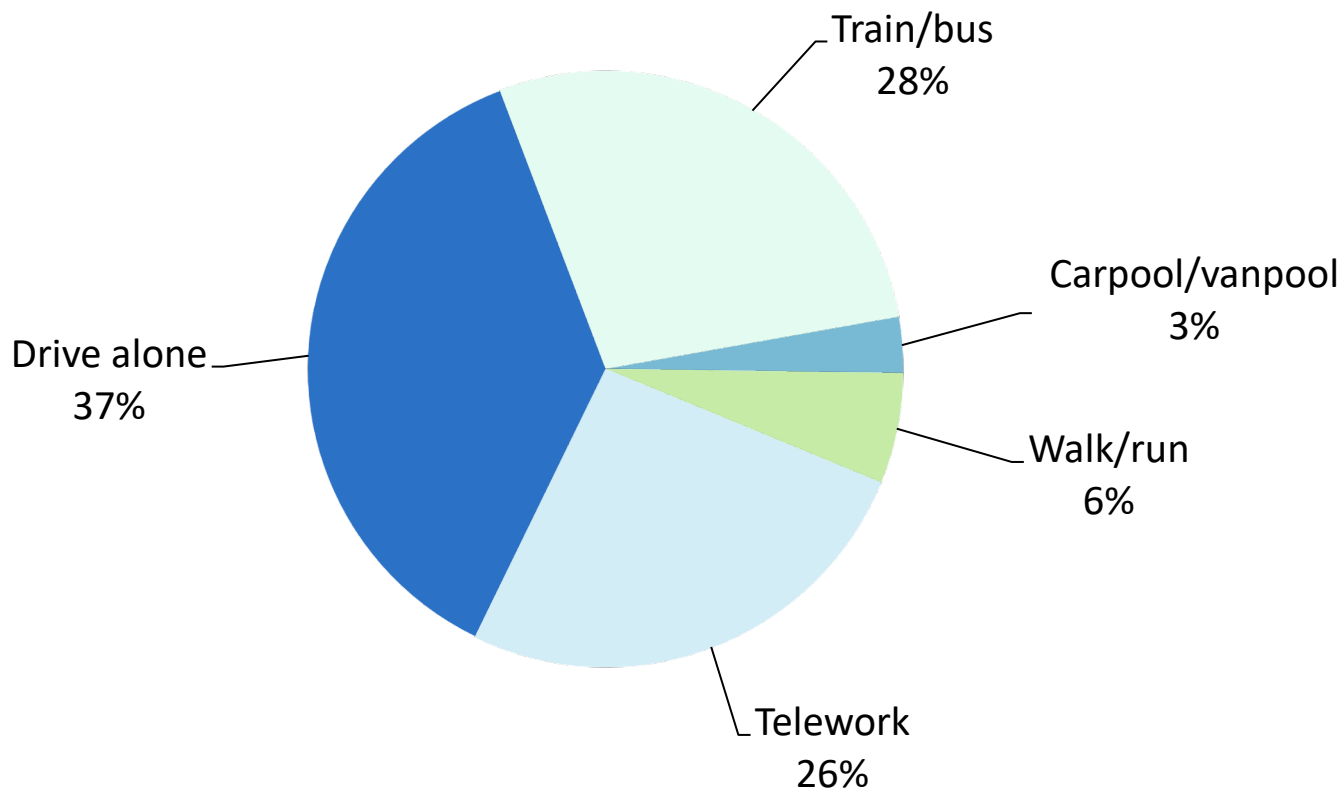
19%

Used

Capital

Bikeshare

to commute in
the past year



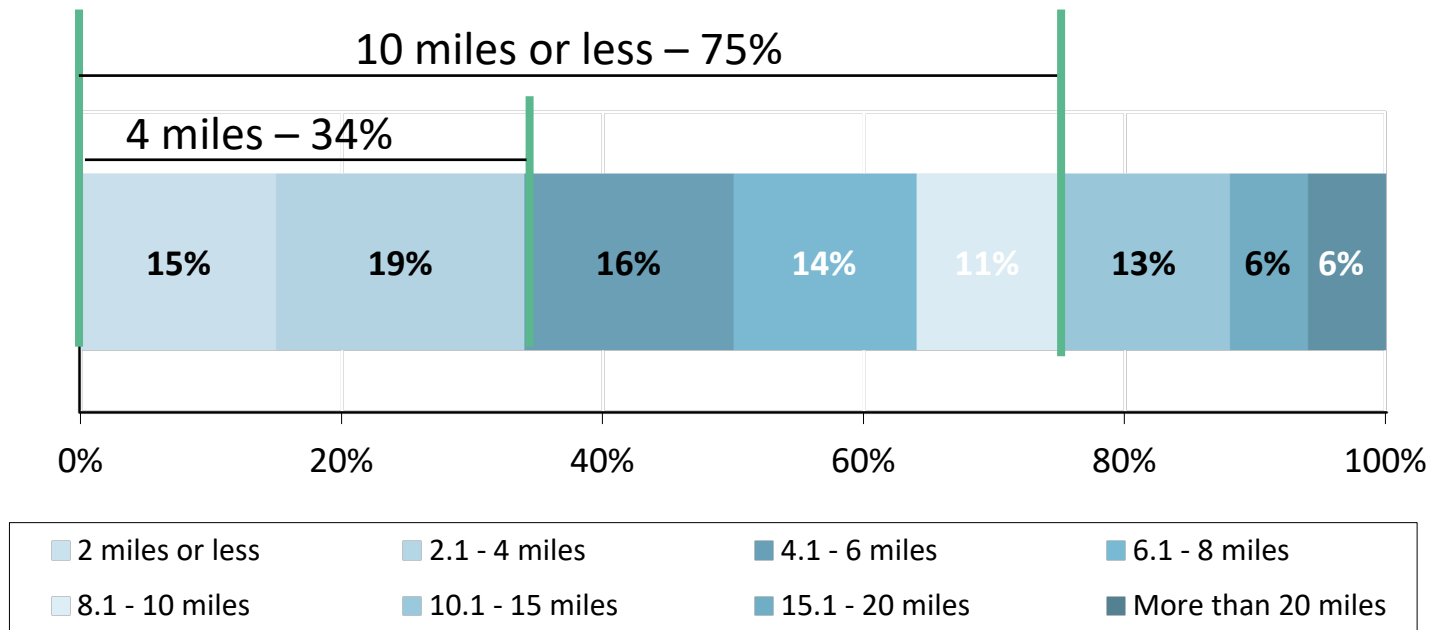
Respondents Traveled an Average of 8.5 Miles One-way to Work, About the Same as in 2019 (8.4 miles)

In 2022, 34% lived within 4 miles of work and 75% lived within 10 miles.
Only 12% commuted more than 15 miles to work.

Average regional distance

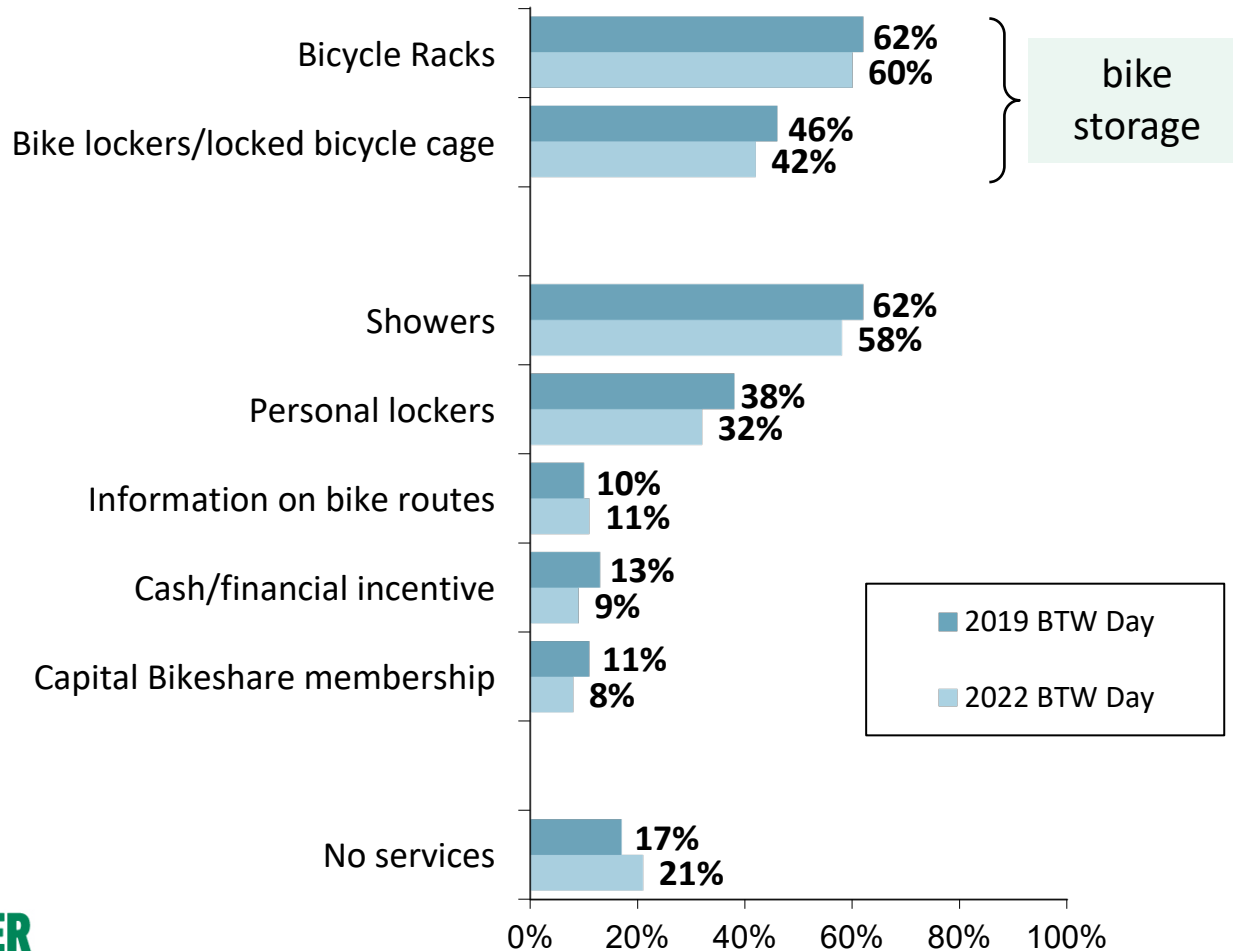
Bike commuters:
4.5 miles

2022 SOC



79% of Respondents said their Employers Offered Bike-Commute Assistance – Slight Drop From 2019 (83%)

Most common: bicycle racks – 60%, Showers – 58%, Personal lockers – 32%

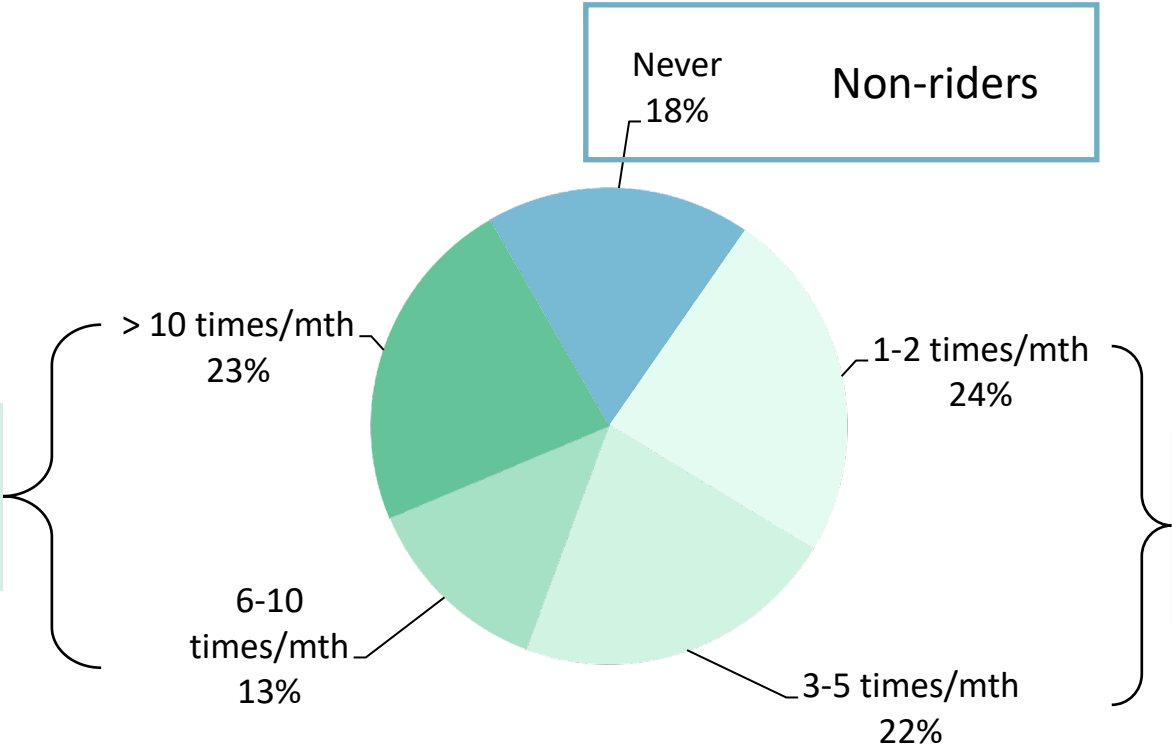


82% of Respondents Rode a Bike for a Non-Commute Trip in the Past Month

36% rode 6+ times per month; 46% rode 1 to 5 times; 18% didn't ride

Current Frequency vs Pre-BTWD
More - 27%
Less - 6%
No change - 67%

Frequent Riders
36%



Occasional Riders
46%

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