

BIKE TO WORK DAY



TPB Technical Committee

April 3, 2015

Bike to Work Day

- Rolled out regionally in 2001 by Commuter Connections
- Friday May 15, 2015
- Celebrates bicycling as a clean, fun, and healthy way to get to work
- Substantial increases in participation each year



**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

Bike to Work Day Support for Bicyclists

- Cycling classes
- Bicycling to work guides (pamphlets)
- 79 pit stops throughout region
- Guaranteed Ride Home
- Commuter Convoys



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15



Bike to Work Day Offers

- Food & prizes
- Bike maps and literature
- Bicycle raffle



Bike to Work Day Offers

- Bike Tune-ups
- Camaraderie



And Free T-shirts!



**BIKE TO
WORK
DAY
FRIDAY 5.15.15**



Bike to Work Day Anything Goes!



Bike to Work Day Press Coverage



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15

Growth by Year



of Pit Stops

Bike to Work Day

- Coincides with National Bike to Work week
- 16,800 registrants in 2014
- Goal for 2015 is 19,000
- Proclamation at April TPB meeting



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15



Bike to Work Day Employers

- Encourages business community support
- Employers benefit through reduced parking and improved employee health & fitness
- Employer sponsored pit stops
- Employer Challenge



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15



Employers Support for Bicyclists

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



**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

Bike to Work Day Survey



- Conducted every three years (2013)
 - Online survey to all event participants
 - Response rate of 29 percent
 - Measures impacts of bicycle commuting before and after event
 - Survey results used in TERM Analysis

**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

Bike to Work Day 2013 Survey



Age
Breakdown

Age	Percent
18-24	3%
25-34	26%
35-44	22%
45-54	28%
55-64	17%
65 +	4%

**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

Bike to Work Day 2013 Survey



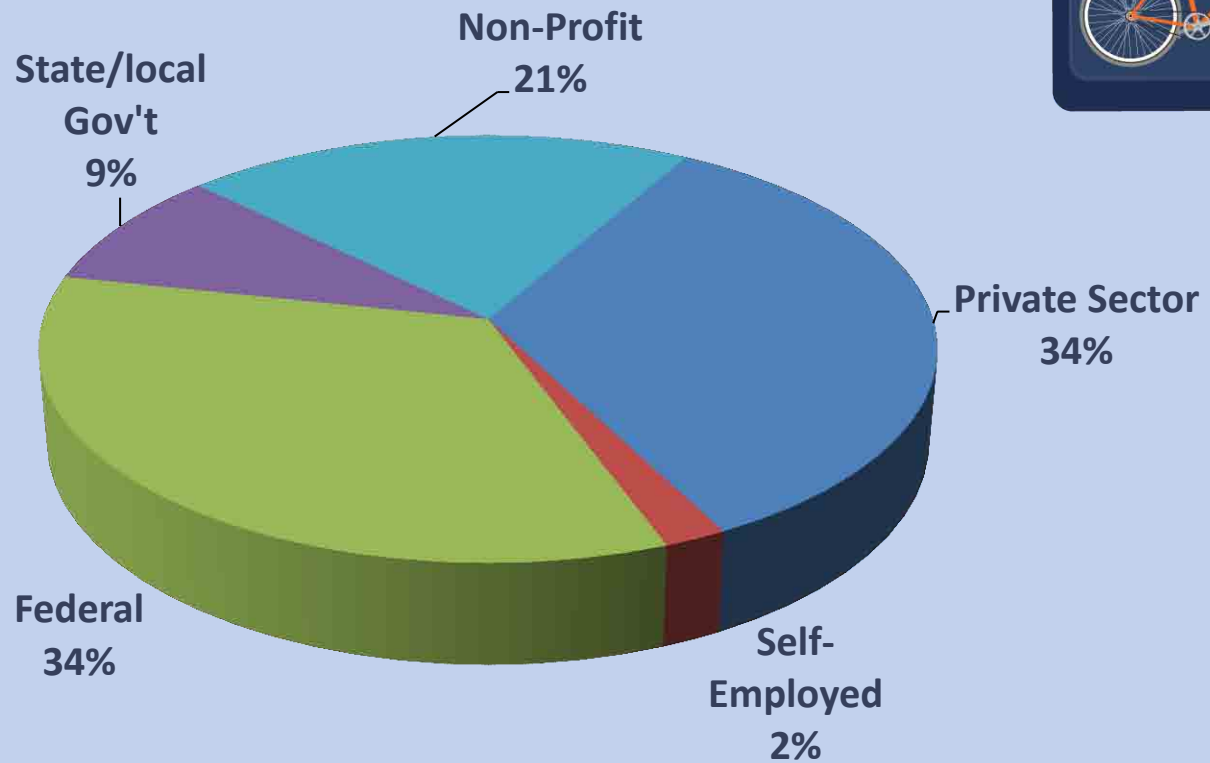
State	Home	Work
District	28%	48%
Maryland	28%	21%
Virginia	44%	31%

Home and Work States

**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

Bike to Work Day 2013 Survey



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15

Employed By

Bike to Work Day 2013 Survey

- Prior to Bike to Work Day 17% of respondents never commuted by bicycle
- After Bike to Work Day 2013
 - 10% of respondents started bicycling to work 1.4 days/week



**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

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.**



**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

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



**BIKE TO
WORK
DAY**

FRIDAY 5.15.15

VIP Invitations

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



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15



Website





BIKE TO WORK DAY FRIDAY 5.15.15



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.

[Free Registration Click Here](#)

Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, 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

Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Sponsors



Event Poster

A PDF of the new Bike to Work Day 2015 event poster is now available!
[Click here to see this year's event poster](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.
[Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.
[Read More ...](#)



BIKE TO
WORK
DAY
FRIDAY 5.15.15

Social Media

facebook.

The screenshot shows the Facebook page for "Bike to Work Day 2015". The page header includes the Facebook logo, the name "Bike to Work Day", and navigation links for "Go", "Home", and "Find Friends". Below the header, there are tabs for "Page", "Messages", "Notifications", "Insights", and "Posts". The main content area features a large banner image of a person riding a bicycle, with the text "BIKE TO WORK DAY 2015 FRIDAY 5.15.15" and the contact information "800.745.RIDE www.biketoworkmetrodc.org". To the right of the banner is a "Promote" dropdown menu showing "THIS WEEK" statistics: "3 Page Likes" and "620 Post Reach". Below the banner is a profile picture of the organization, which is an orange square with a white outline of a city skyline and a bicycle. The page also shows a "Timeline" tab, "About" information, and a "Status" section.



The screenshot shows a tweet from "Commuter Connections" (@BikeToWorkDay) dated August 14. The tweet text reads: "Jason Vitale is one of the 2014 Bike to Work Day regional bike raffle winners! He won a bicycle from @bikevirginia". Below the text is a photograph of a man in a blue polo shirt standing next to a bicycle. The tweet interface includes a search bar, a "Have an account? Log in" link, and statistics for the tweet: "134 TWEETS", "218 FOLLOWING", "1,363 FOLLOWERS", and "2 LISTS". A "Follow" button is visible on the right. The background of the tweet features a large image of a person in a black shirt and helmet blowing a blue horn, with a banner for "BIKE TO WORK DAY 2015 FRIDAY 5.15.15" and the contact information "800.745.RIDE www.biketoworkmetrodc.org".

Bike to Work Day Posters / Rack Cards

BIKE TO WORK DAY 2015 FRIDAY 5.15.15



COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott

KREI

ICF INTERNATIONAL

Bicycle SPACE

LOCAL MOTION
CITY OF ALEXANDRIA | CITY OF FARMERS MARKET

Bike Arlington

495 ExpressLanes

95 ExpressLanes

GENERAL DYNAMICS
Information Technology

The JBG COMPANIES

EARTHJUSTICE

KIND
HEALTHY BAKERS

BIKE ROLL
FOOD • BEVERAGES

CRYSTALride

AAA

goDCgo

BIKES@VIENNA

KIMPTON
hotels & restaurants

ABUS
Security Gear Germany

GREEN JOURN

JAMIS

BicyclePASS

ORTLIEB

BROMPTON

podu

bike to work day
2015

Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES AND GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

BIKE TO WORK DAY 2015 FRIDAY 5.15.15



COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott

KREI

ICF INTERNATIONAL

Bicycle SPACE

LOCAL MOTION
CITY OF ALEXANDRIA | CITY OF FARMERS MARKET

Bike Arlington

495 ExpressLanes

95 ExpressLanes

GENERAL DYNAMICS
Information Technology

The JBG COMPANIES

EARTHJUSTICE

KIND
HEALTHY BAKERS

BIKE ROLL
FOOD • BEVERAGES

CRYSTALride

AAA

goDCgo

BIKES@VIENNA

KIMPTON
hotels & restaurants

ABUS
Security Gear Germany

GREEN JOURN

JAMIS

BicyclePASS

ORTLIEB

BROMPTON

podu

bike to work day
2015

Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES AND GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

BIKE TO WORK DAY 2015 FRIDAY 5.15.15



Register at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 8
 for free T-shirt* and
 bike raffles!

FREE FOOD, BEVERAGES AND
 GIVEAWAYS at all LOCATIONS

Over 75 Bike to Work Day pit
 stops located in D.C., Maryland
 and Virginia.

Visit www.biketoworkmetrodc.org
 for specific pit stop locations
 and times.

*T-shirts available at pit stops to
 first 14,000 registrants.

Bike to Work Day Hispanic Outreach

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015
VIERNES 5.15.15



COMMUTER CONNECTIONS **WASHINGTON AREA BICYCLIST ASSOCIATION**
MARriott **AREI** **ICF**
Bike Arlington **ExpressLanes**
ORIGINAL EQUIPMENT **The JBG Companies** **EARTHJUSTICE** **KIND**
CRISTALIDE
AAA
KIMPTON
AMHS
BROMPTION
LANE **BicyclePASS** **ORTLIB**

Regístrese previamente antes del 8 de Mayo para una camiseta gratis* y el sorteo de bicicletas.
COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.
 Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
 *Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registran.
 Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrese en www.biketoworkmetrodc.org o llame al **800.745.7433**

UNA PUBLICACIÓN DE *The Washington Post*

El Tiempo Latino

DÍA DE LA BICICLETA PARA IR AL TRABAJO
VIERNES 5.15.15



Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.
 Regístrese previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.
 Comida gratis, bebidas y obsequios promocionales en todas las ubicaciones.

Regístrese en biketoworkmetrodc.org o llame al 800.745.7433

COMMUTER CONNECTIONS **WASHINGTON AREA BICYCLIST ASSOCIATION** **MARriott** **AREI** **ICF** **Bike Arlington** **The JBG Companies**
ExpressLanes **KIND** **LOCAL MOTION** **EARTHJUSTICE**

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registran.

Bike to Work Day Banner

ALEXANDRIA - OLD TOWN

Market Square at City Hall

301 King Street

6:30 am to 8:30 am



Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2015 **BIKE TO
WORK DAY**
FRIDAY 5.15.15

Q & A



**BIKE TO
WORK
DAY**
FRIDAY 5.15.15