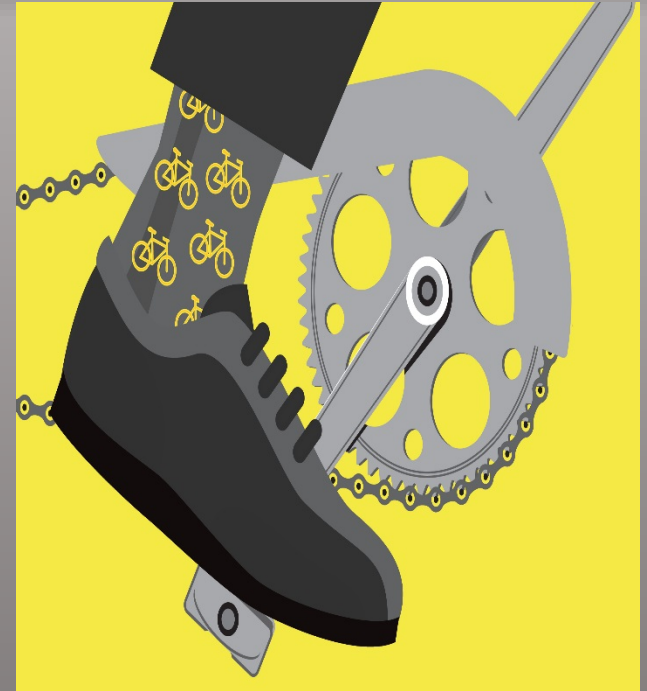


BIKE TO WORK DAY



National Capital Region Transportation Planning Board

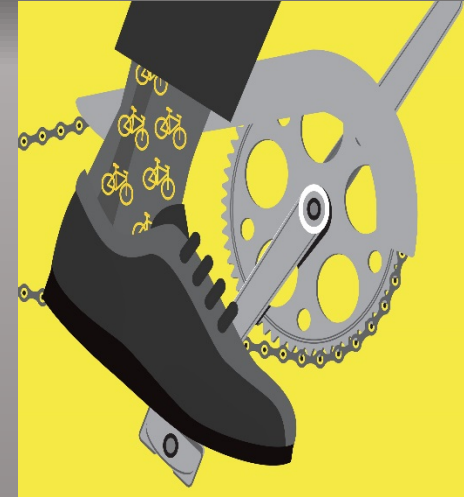
April 20, 2016



National Capital Region
Transportation Planning Board

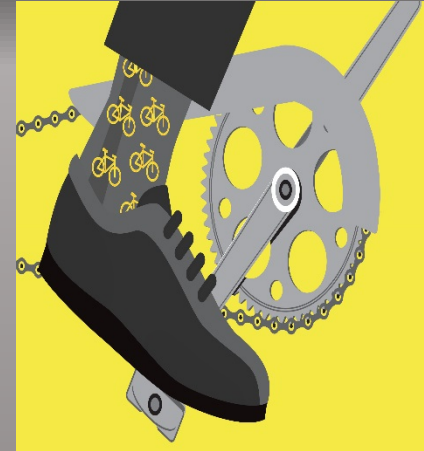
Bike to Work Day

- Rolled out regionally in 2001 by Commuter Connections
- Friday May 20, 2016
- Celebrates bicycling as a clean, fun, and healthy way to get to work
- Substantial increases in participation each year



Bike to Work Day Support for Bicyclists

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

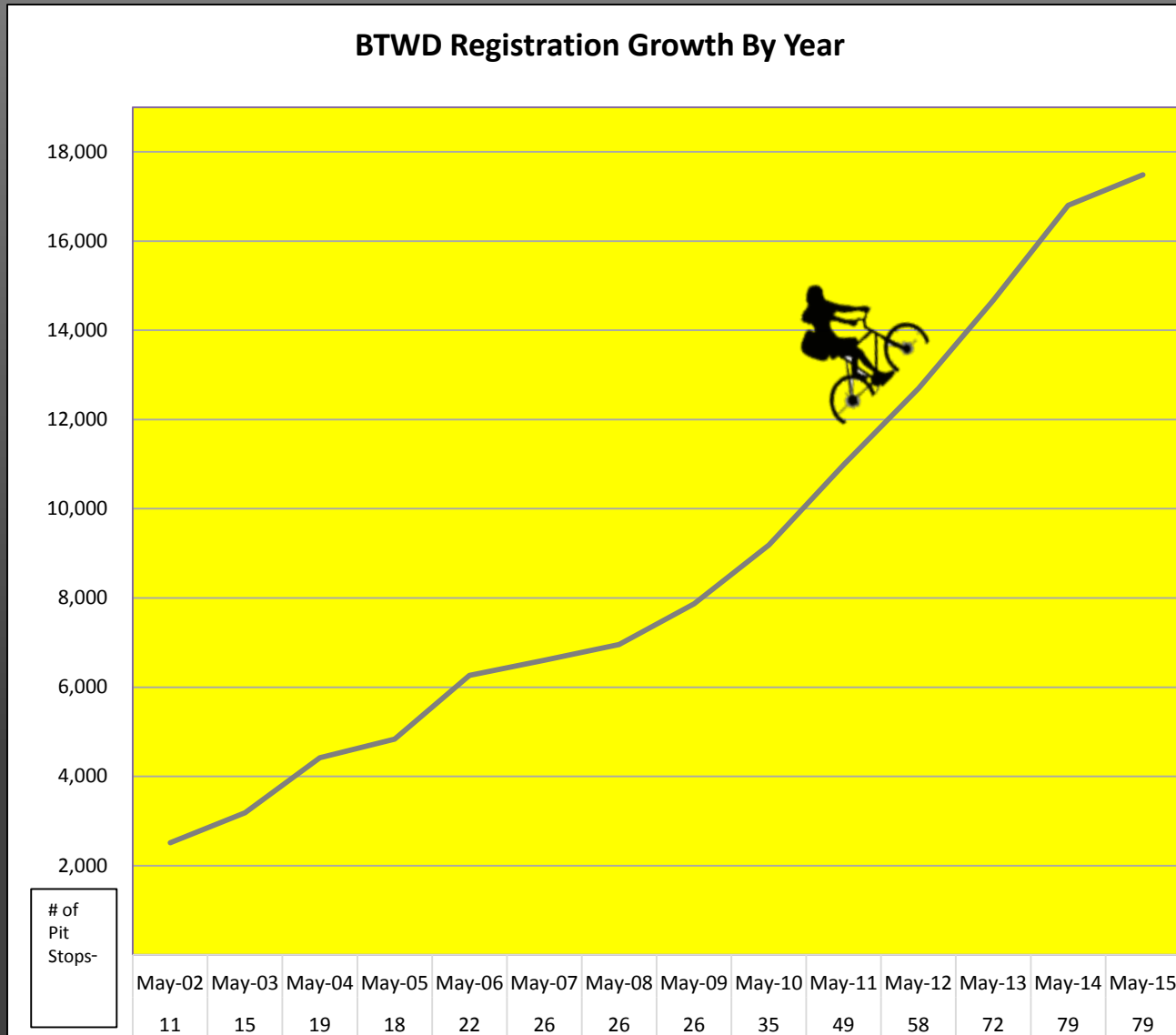


Bike to Work Day Offers

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

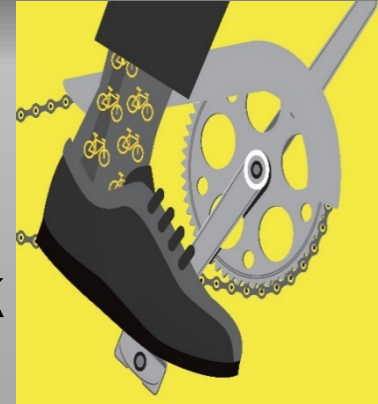


Event Growth by Year



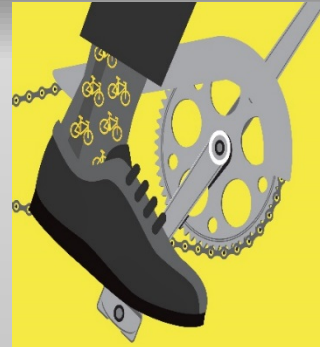
Bike to Work Day

- Coincides with National Bike to Work week
- 17,500 registrants in 2015
- Goal for 2016 is 18,500
- Proclamation at April meeting

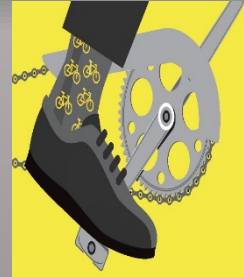


Bike To Work Day Employers

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



Employers Support for Bicyclists

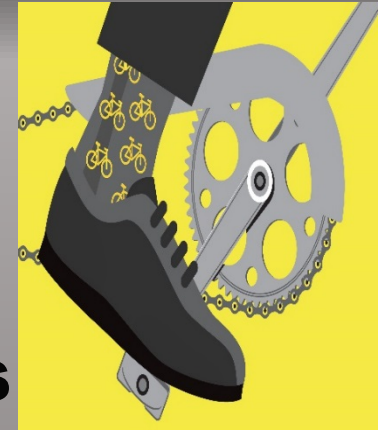


- Bicycles racks
- Bike lockers and cages
- Showers
- Personal gym lockers
- Bike subsidy
- Capital Bikeshare memberships

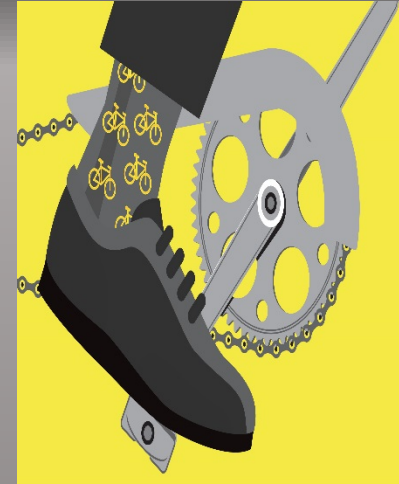


Bike to Work Day Survey

- **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 2013 Survey

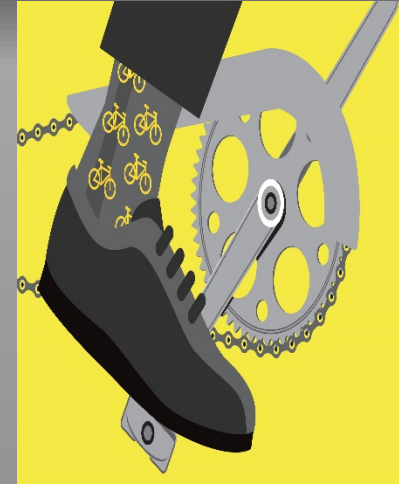


Age Breakdown

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



Bike to Work Day 2013 Survey

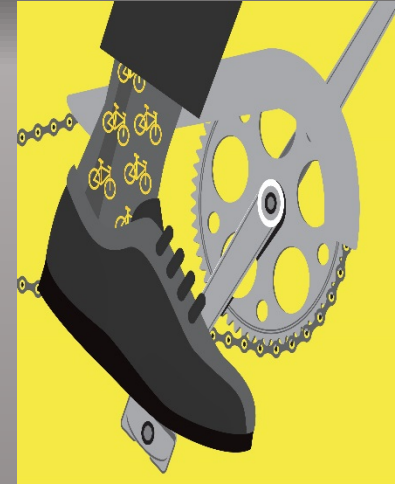
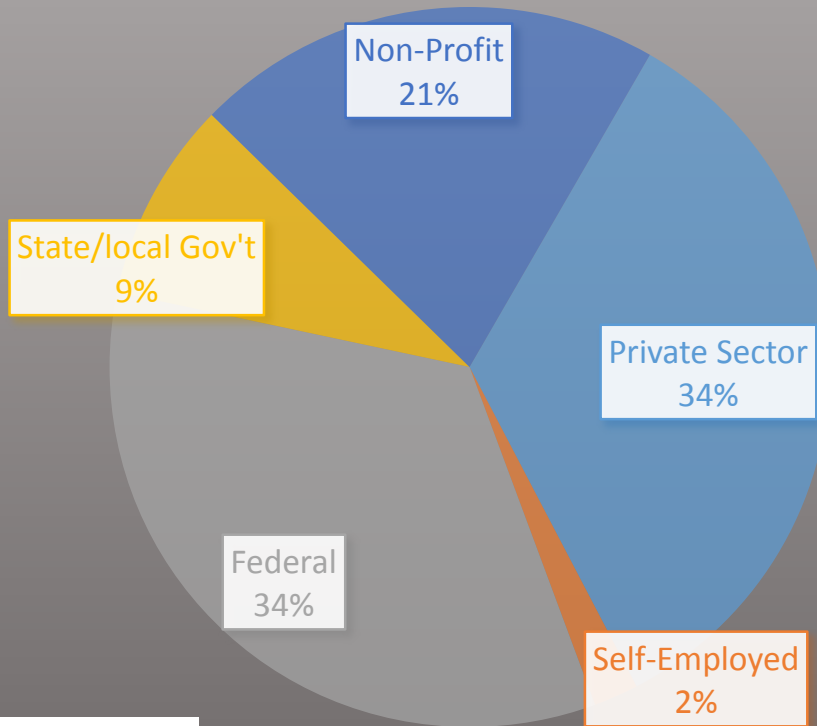


State	Home	Work
District	28%	48%
Maryland	28%	21%
Virginia	44%	31%

Home and Work States



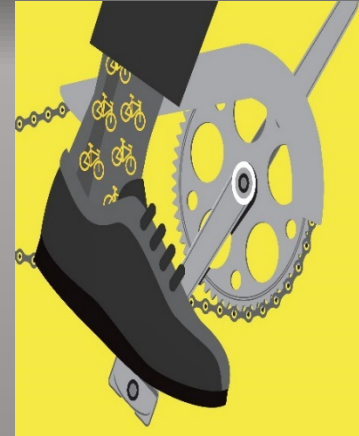
Bike to Work Day 2013 Survey



Type of
Employer

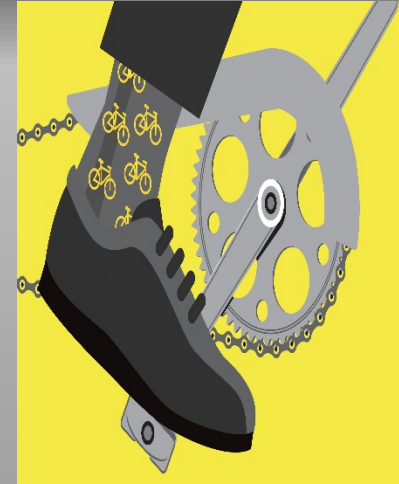
Bike to Work Day 2013 Survey

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



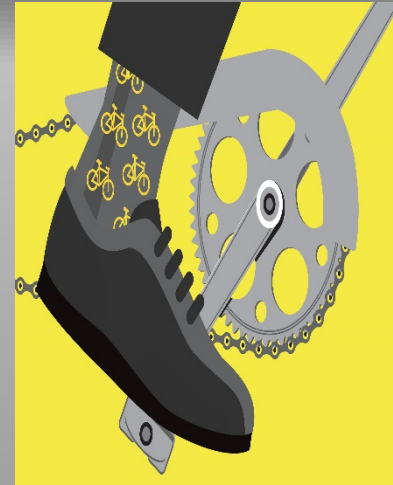
Rain Date Policy

- **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.**

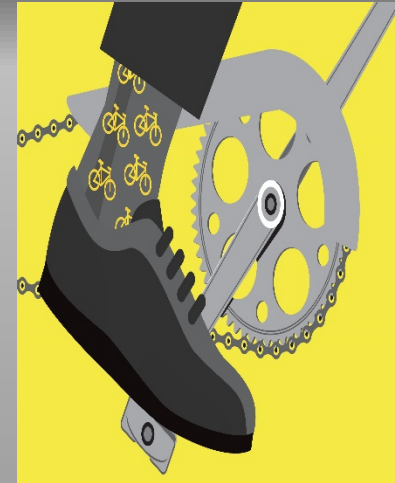
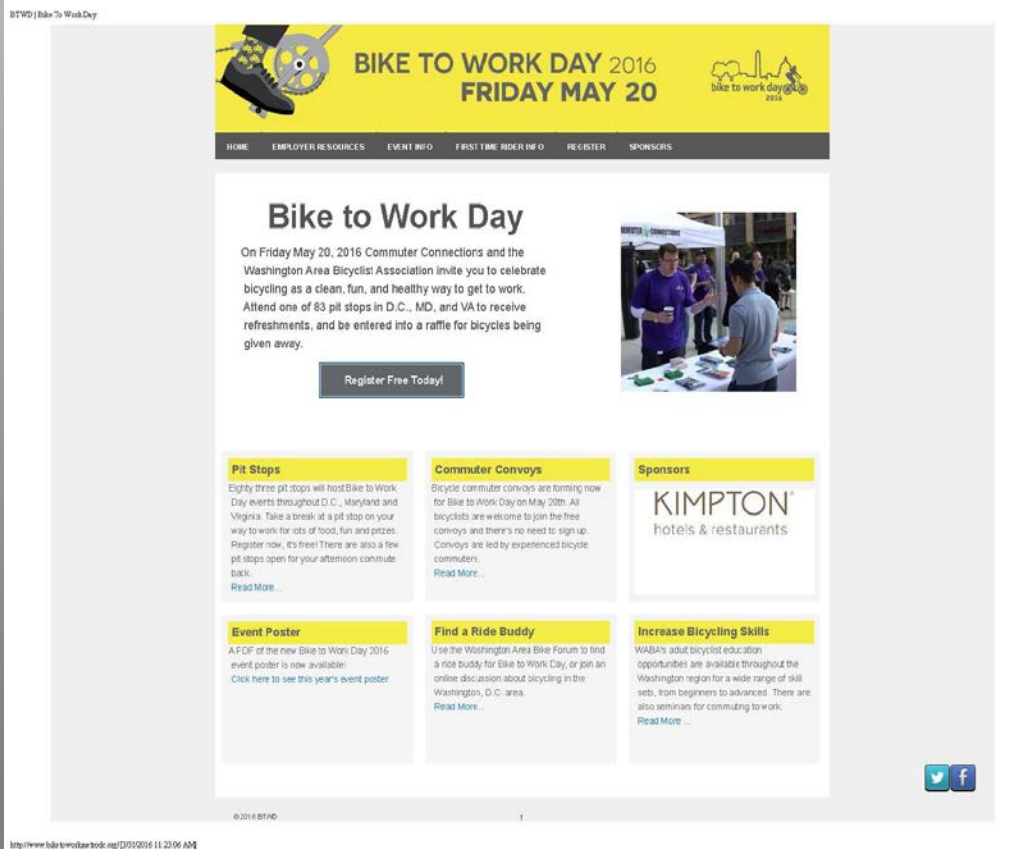


VIP Invitations

- 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.



Website



Social Media

facebook.

This screenshot shows the Facebook page for 'Bike to Work Day', a non-profit organization. The page features a cover photo of a person in a suit standing next to a yellow bicycle on a set of stairs. The cover text reads 'BIKE TO WORK DAY 2016 FRIDAY MAY 20' and includes the website 'www.biketoworkmetrodc.org' and phone number '800.745.RIDE'. The page has 1,960 likes and a 50% response rate. A 'Promote' sidebar on the right shows analytics for 'THIS WEEK': 387 Post Reach, 36 Post Engagement, 2 Sign Up, 0 Website Clicks, and 0 of 1 Response Rate. The page navigation includes 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'.



This screenshot shows the Twitter profile for 'Bike to Work Day'. The profile picture is a yellow square with a white outline of the Washington D.C. skyline and a bicycle. The header features the same cover photo as the Facebook page, with the text 'BIKE TO WORK DAY 2016 FRIDAY MAY 20' and contact information '800.745.RIDE www.biketoworkmetrodc.org'. The profile statistics are: 223 Tweets, 274 Following, 1,629 Followers, 159 Likes, and 2 Lists. The bio identifies the organization as 'Commuter Connections @BikeToWorkDay' and describes it as a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments in Washington DC. The 'Tweets' section shows a retweet from MWCOC (@RegionForward) dated Mar 16, mentioning 'Commuter Connections (@CarFreeMetroDC) Director Nicholas Ramfos says @BikeToWorkDay grows every year #BTWD2016'. A 'New to Twitter?' sign-up prompt is visible in the bottom right corner.

Bike to Work Day Posters / Rack Cards



BIKE TO WORK DAY 2016
FRIDAY MAY 20

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle REI ICF LOCAL MOTION BICYCLE SPACE Bike Arlington

Tools The JBG Companies Marriott AASHIO FAIR LAKES

BEVERLY HILLS CRYSTALride Giant AAA BIKES@VIENNA KIMPTON hotels & restaurants

THE UNIVERSITY OF THE DISTRICT OF COLUMBIA FELT goDCgo ABUS BROMPTON BicyclePASS

Pre-register by May 13 for Free T-shirt* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 15,000 who register.
Over 80 pit stops throughout D.C., Maryland, and Virginia.

#BTWD2016

bike to work day 2016

Bike to Work Day is also funded by D.C., MD, VA and U.S. Departments of Transportation.

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433



BIKE TO WORK DAY 2016
FRIDAY MAY 20

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Bike to Work Day Non-Traditional Market Outreach

- Women and minorities

Engage with:

- Informational/promotional materials
- Offers of cycling seminars and pit stop representation
- Earned media opportunities to feature women/minority organizations or individuals

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016
VIERNES 20 DE MAYO

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION

Takoma Bicycle, A&E, ICF, LOCAL MOTION, BICYCLE SPACE, Bike Arlington, Tools, The JBG Companies, Marriott, AASHID, FAIR LAKES, CRYSTALride, Giant, AAA, BIKES+VIENNA, KIMPTON, FELT, goDCgo, ABUS, BROMPTON, BicyclePASS, canoncycle, ORTLIEB, polu.

Regístrese previamente antes del 13 de Mayo para una camiseta gratis* y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registren.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

#BTW2016

bike to work day 2016

DÍA DE LA BICICLETA PARA IR AL TRABAJO EN TODAS LAS UBICACIONES para los departamentos de transporte de Distrito de Columbia, Maryland y Virginia. Véase biketoworkmetrodc.org.

Bike to Work Day Banner



EDGEWOOD-MET BRANCH TRAIL
On the Metropolitan Branch Trail
Above Rhode Island Avenue, NE
7:00 am to 9:00 am

BIKE TO WORK DAY 2016
FRIDAY MAY 20

Register at BIKETOWORKMETRODC.ORG or call 800.745.7433

COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle

REI

ICF INTERNATIONAL

LOCAL MOTION
CITY OF ALEXANDRIA, VIRGINIA

BICYCLE SPACE

Bike Arlington

THE JBG COMPANIES

Marriott



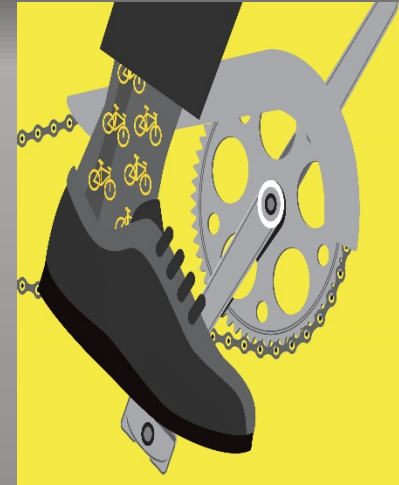
Q & A

Nicholas Ramfos

Director, Transportation Operations Programs

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nramfos@mwkog.org



National Capital Region
Transportation Planning Board