

BIKE TO WORK DAY



National Capital Region Transportation Planning Board

April 15, 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
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DAY**
FRIDAY 5.15.15

Bike to Work Day Support for Bicyclists

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



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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**

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Bike to Work Day 2013 Survey

- Before Bike to Work Day 17% of respondents *never* commuted by bicycle
- After, 10% of respondents *started* bicycling to work avg. 1.4 days/week



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Bike to Work Day

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



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Growth by Year



of Pit Stops

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



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Employer Support for Bicycling

- Bicycle racks
- Secure bike storage
- Showers and gym lockers
- Bicycling subsidy
- Discounted Capital Bikeshare memberships



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Rain 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.**



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Website





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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 ...](#)



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Social Media

facebook.

The screenshot shows the Facebook page for "Bike to Work Day 2015 Non-Profit Organization". The page header includes the Facebook logo, the page name, and navigation options like "Go Home Find Friends". The main cover image features a person riding a bicycle with the text "BIKE TO WORK DAY 2015 FRIDAY 5.15.15" and contact information "800.745.RIDE www.biketoworkmetrodc.org". The page has 1,591 likes and 620 post reach this week. A sidebar on the right shows "THIS WEEK" statistics: 3 Page Likes and 620 Post Reach. The page is categorized as a "Non-Profit Organization".



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 photo of a man in a blue polo shirt standing next to a bicycle. The tweet has 134 retweets, 218 follows, 1,363 followers, and 2 lists. The profile picture of the user is the "Bike to Work Day 2015" logo. The background of the tweet features a photo of a person blowing a blue horn at a bike event.

Bike to Work Day Posters / Rack Cards

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COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott **KREI** **ICF**

Bicycle SPACE **LOCAL MOTION** **Bike Arlington** **495** **95** **ExpressLanes**

GENERAL DYNAMICS **The JBG COMPANIES** **EARTHJUSTICE** **KIND**

BIKE ROLL **CRYSTALride**

goDcgo **AAA**

BIKES@VIENNA **KIMPTON** hotels & restaurants

ABUS **GREEN SOURCE** **JAMIS** **BicyclePASS** **ORTLIEB** **pdw**

BROMPTON

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

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biketoworkday 2015

Bike to Work Day Hispanic Outreach

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015
VIERNES 5.15.15



























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

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Bike to Work Day Banner

ALEXANDRIA - OLD TOWN

Market Square at City Hall

301 King Street

6:30 am to 8:30 am



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VIP Invitations

- WABA formally invited elected officials on the TPB via letter
- Officials asked to RSVP to the pit stop of their choice



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Elected Officials



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Thank you

Q & A



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