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 Work Day Support for Bicyclists

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





# **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



- 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

## **Bike to Work Day**

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





### **Growth by Year**



### **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





### Employer Support for Bicycling

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



# **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.

### Website



### **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



Sponsors

### 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...

### KIND

HEALTHY SNACKS

### **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...

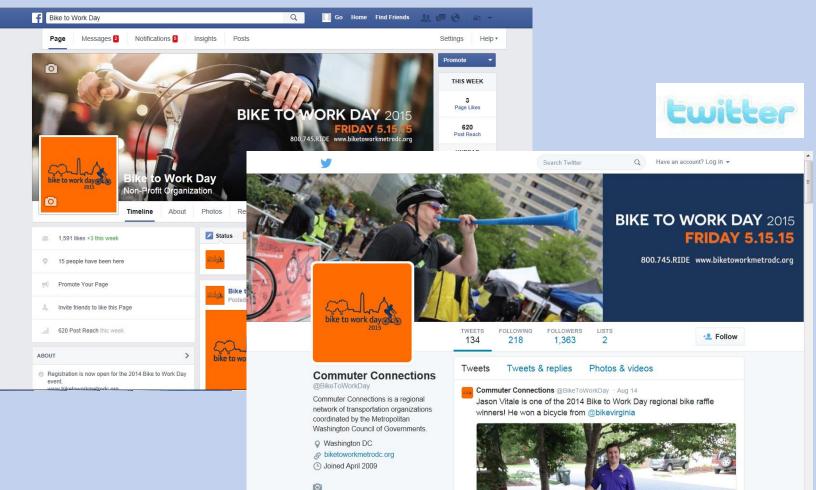
### Increase Bicycling Skills

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 ...



## **Social Media**

### facebook.



## Bike to Work Day Posters / Rack Cards







## Bike to Work Day Hispanic Outreach



## **Bike to Work Day Banner**



## **VIP Invitations**

• WABA formally invited elected officials on the TPB via letter



 Officials asked to RSVP to the pit stop of their choice



### **Elected Officials**







### Thank you

Q & A



