

# Bike to Work Day 2012

## National Capital Region Transportation Planning Board

April 18, 2012



# Bike to Work Day

- Will be held on Friday, May 18<sup>th</sup> to celebrate bicycling to work as a viable commute option
- Rolled out regionally by Commuter Connections over a decade ago
- Participation has increased from several hundred participants in the beginning to 10,945 in 2011



# Bike to Work Day Event Survey

- Conducted every three years
- Purpose of survey
  - Measure impacts of event participation
  - Assess use of bicycles for commute travel before and after event
- Survey results are used in Transportation Emission Reduction Measure
- Administered via e-mail to all event participants
- COG/TPB received 3,038 completed questionnaires
  - 34% response rate

# Bike to Work Day Event Survey Findings

- 2010 was the first Bike to Work Day event for 32% of respondents.
- 17% of respondents *never* commuted by bike before participating in Bike to Work Day.
- 10% of participants started riding to work after the event and 22% started riding more often.

# Elected Officials



# Bike to Work Day 2012

- Coincides with National Bike to Work week
- Goal for 2012 – 13.5% increase to 12,500
- Proclamation at April 2012 TPB Meeting
- Nine new “pit stop” celebrations for 2012
- Total of 58 “pit stops” throughout region

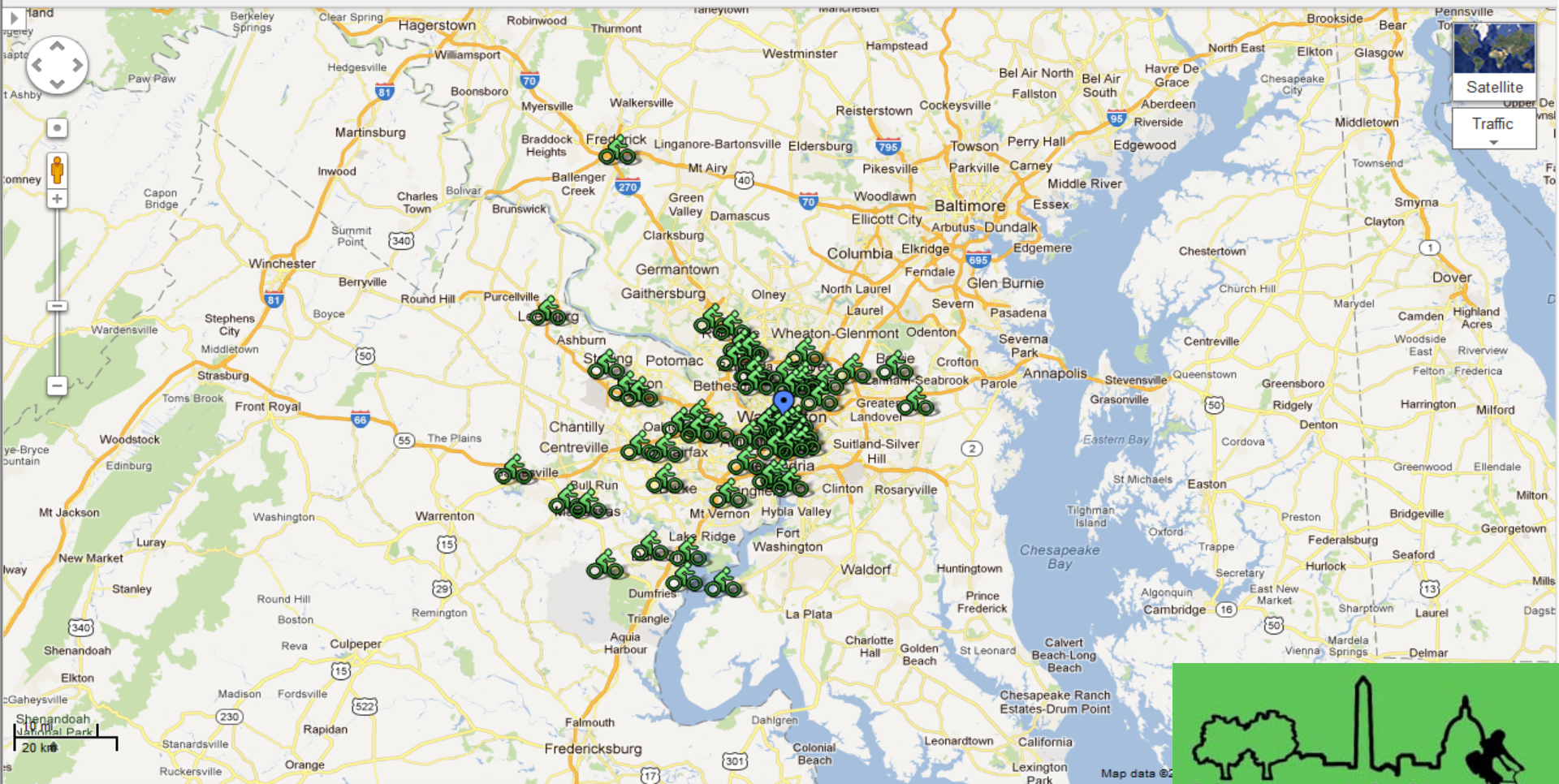




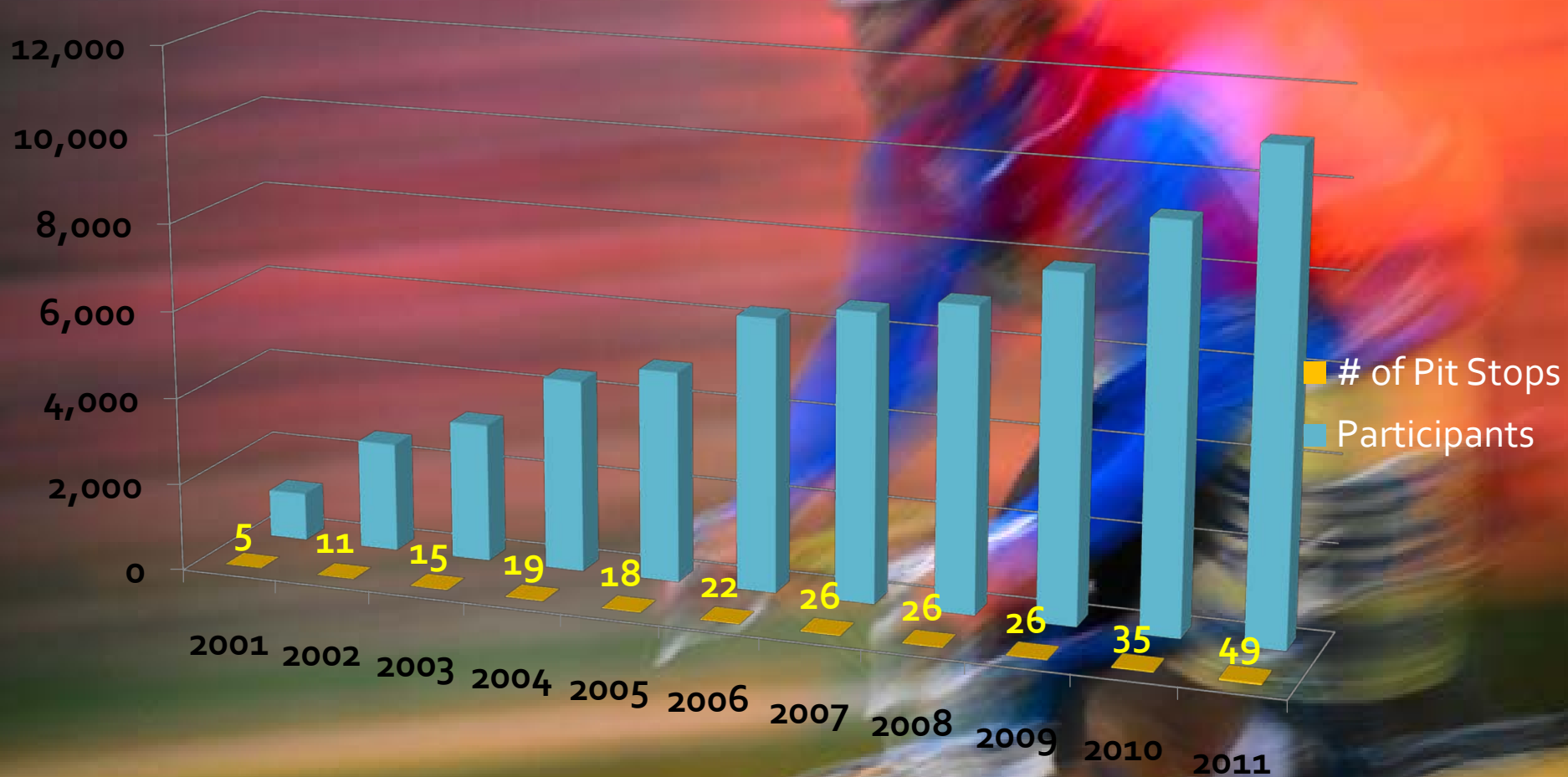
Search bar



Sign in



# Event Participation





# Event Web Site

btwd - Windows Internet Explorer

http://www.biketoworkmetrodc.org/


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btwd Commuter Connections Page Safety Tools




bike to work day  
2012



FRIDAY MAY 18  
2012  
BIKE  
DAY  
BY WORK  
BIKE IN GOOD COMPANY



[HOME](#) [EMPLOYER RESOURCES](#) [EVENT INFO](#) [FIRST TIME RIDER INFO](#) [REGISTER NOW](#) [SPONSORS](#)



## Bike to Work Day

On Friday May 18, 2012 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Bike to Work Day is a free event for both new and experienced bicycle commuters throughout the Washington metropolitan region. Those who register and attend one of 58 regional pit stops will receive a free Bike to Work Day T-Shirt\*, food, drinks, and a chance at winning bicycles or other great raffle prizes. (\*T-Shirt supplies are limited to first 11,000 who register).

[REGISTER NOW](#)



### PIT STOPS

Over fifty 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!

[Read more](#)

### COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 18th. 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](#)

### 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](#)

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# Bike to Work Day Marketing Materials



## BIKE IN GOOD COMPANY

REGISTER AT [BIKETOWORKEMETRODC.ORG](http://BIKETOWORKEMETRODC.ORG)  
OR CALL 800-745-7433

Pre-Register by May 11 for Free T-Shirt\* and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for specific pit stop locations and times. \*T-Shirts available at pit stops to first 11,000 who register.

Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.



## MONTE EN BICICLETA EN BUENA COMPAÑIA

REGÍSTRESE EN [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) O LLAME AL 800-745-7433

Regístrese previamente antes del 11 de Mayo para una camiseta gratis\*, y el sorteo de una bicicleta.

COMIDA GRATIS, BEBIDAS Y DESCUENTOS PROMOCIONALES EN TODAS LAS SITUACIONES.

Visite [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios. \*Camisetas disponibles en las ubicaciones de salida a las primeras 11,000 participantes que se registren.

Más de 50 ubicaciones de salida para el día de la Bicicleta Para ir al Trabajo están disponibles en DC, Maryland y Virginia.

El 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.

## VIERNES 18 DE MAYO BICICLETA PARA IR AL TRABAJO 2012



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## FRIDAY MAY 18 2012 BIKE TO WORK DAY

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Printed on recycled paper.

# Bike to Work Day Banners

## ROSSLYN GATEWAY PARK

Lee Highway & Lynn Street  
6:30am to 9:00am



### BIKE IN GOOD COMPANY



FRIDAY MAY 18  
**2012** BIKE  
of WORK DAY

Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433



Commuter Connections (biketoworkday) on Twitter - Windows Internet Explorer

https://twitter.com/#/BikeToWorkDay

Identified by VeriSign

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BIKE IN GO

bike to work day 2012

FRIDAY MAY 18

2012 BIKE TO WORK DAY

### Commuter Connections

@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC · <http://www.biketoworkmetrodc.org>

[Follow](#)

81 TWEETS

183 FOLLOWING

653 FOLLOWERS

#### Stay in touch with Commuter Connections

Join Twitter today

Full name

Email

Password

[Sign up](#)

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#### Tweets

**Commuter Connections** @BikeToWorkDay 12 Apr  
Gas prices are high, cut costs and ride your bike to work. Bike to Work Day is Friday May 18, 2012. Register today at [biketoworkmetrodc.org](http://biketoworkmetrodc.org)

**Commuter Connections** @BikeToWorkDay 15 Mar  
REGISTRATION for the 2012 BIKE TO WORK DAY event in the Washington DC region IS NOW OPEN! [biketoworkmetrodc.org](http://biketoworkmetrodc.org)

**Commuter Connections** @BikeToWorkDay 20 May  
Commuter Connections thanks all cyclists participating in Bike To Work Day in DC/MD/VA. Over 10,000 participants this year. Awesome!

**Commuter Connections** @BikeToWorkDay 19 May  
Registration for Bike to Work Day in the Washington DC region has surpassed the 10,000 mark for the first time ever!

**Commuter Connections** @BikeToWorkDay 18 May  
First time biking to work? Join a convoy at [www.waba.org](http://www.waba.org) and ride like a pro.

Done

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Bike to Work Day | Facebook - Windows Internet Explorer

http://www.facebook.com/pages/Bike-to-Work-Day/114250671942583


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Bike to Work Day | Facebook

**Bike to Work Day is on Facebook.**  
To connect with Bike to Work Day, sign up for Facebook today.  
[Sign Up](#) [Log In](#)

 **Bike to Work Day**  
346 likes · 13 talking about this [Like](#)

Non-Profit Organization  
Registration for the Bike to Work Day 2012 event will begin in March

About Photos Likes Videos





Highlights

**Post** Photo / Video  
Write something...

Activity April

People Who Like This  
**22**

Recent Posts by Others on Bike to Work Day [See All](#)

-  **Desiree Sedgwick**  
@ www.therideconnection.com Free Website for Cyclists  
April 13 at 7:10am
-  **Washington Area Bicyclist Association (WABA)**  
@ Hey Bike Commuters! Swing by this year's BikeFest; WAB...  
April 11 at 6:20pm
-  **Krista Bedosky**  
@ This helps you store your bike after you get to work. On s...  
April 11 at 11:08am
-  **Harrisonburg Northend Greenway**  
@ It's been an exciting day helping plan Bike to Work Day Ha...  
April 9 at 12:09pm

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# Bike to Work Day 2012

- Free and open to all commuters in the National Capital Region
- Register at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org)
- Participants receive free T-shirts and refreshments at the pit stops
- Sponsor donated giveaways and raffle prizes (bicycles and gear)



# Employer Focus

- Event encourages business community to support bicycle-friendly culture (bike racks, showers and lockers)
- Bicyclists collectively work for over 1,000 different employers throughout region
- Bicycling to work benefits employers through reduced parking overhead and better employee health and fitness
- Employer Challenge luncheon
- Donated bicycle rack raffle



# Support for Bicyclists

- **Commuter Convoys led by experienced bicyclists**
  - helps empower commuters to try bicycling
- **Free Bike to Work guides available from Commuter Connections**
- **Free Confident City Cycling classes offered by Washington Area Bicyclist Association**
- **Bike Path Finder by Commuter Connections**
- **Bicycling covered by Commuter Connections' Guaranteed Ride Home program**





# Bike Path Finder

Bike Path - Windows Internet Explorer  
https://tdm.commuterconnections.org/BikeDemo/

File Edit View Favorites Tools Help  
Google Search Bookmarks Find Check AutoFill Sign In  
Bike Path Page Tools

HOME HELP

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

Questions? Call 1-800-745-RIDE (7433)

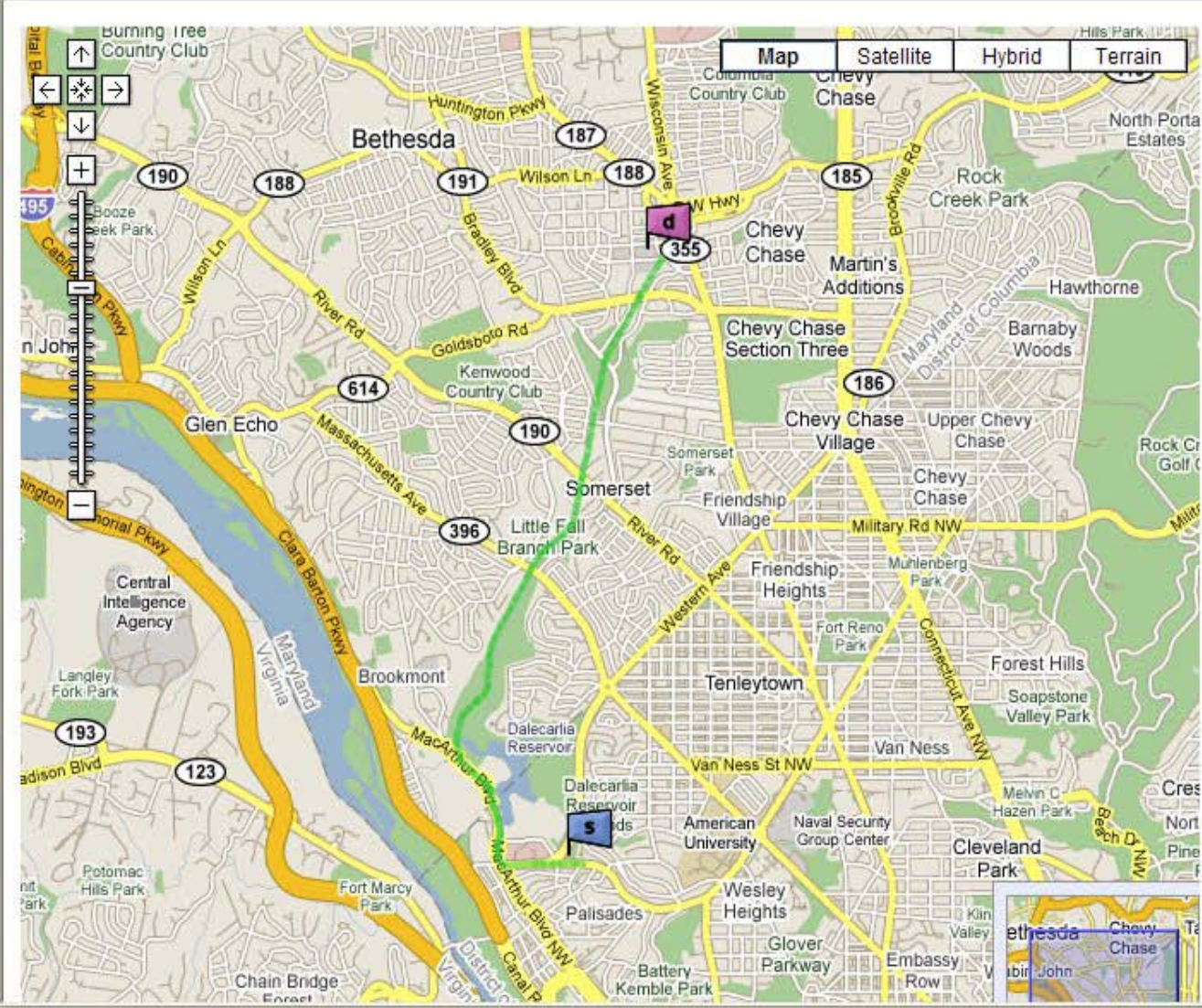
WELCOME TO BIKE PATH

<b>Start Address</b> <i>(123 abc street, vienna, va, 22171)</i>	<b>Destination Address</b> <i>(345 bcd street, washington, dc, 20010)</i>
Street oughboro Rd NW & Macarthur Blvd NW	Street 4798 Bethesda Ave
City Washington	City Bethesda
State DC	State MD
Zip	Zip

Find the Safest Path (Uses BikePath Available)  
 Find the Shortest Path (Uses BikePath and Streets Available)

Submit Reset

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**Disclaimer:** As you are riding, please keep in mind that you don't have to follow the suggested route. It may not be safe at any given point. If you see what looks like an unsafe or undesirable stretch in the suggested route, you can decide to walk, ride on the sidewalk, or go a different way.

**Start From:**  
 LOUGHBORO RD NW &  
 MACARTHUR BLVD NW  
 WASHINGTON DC

- Start from LOUGHBORO RD NW and ride for about .43 mi
- Right turn on MACARTHUR BLVD NW and ride for about .31 mi
- Continue on MACARTHUR BLVD and ride for about .31 mi
- Continue on Capital Crescent Trail and ride for about 2.91 mi

**End At:**  
 4798 BETHESDA AVE  
 BETHESDA MD

**Total Distance:** 3.97 miles

[Print Directions](#)

*Please submit your comments and feedback*

# Questions?

