

ITEM 7 – Action

April 16, 2014

Approval of Regional Bike to Work Day 2014 Proclamation

Staff Recommendation: Approve the enclosed Bike to Work Day 2014 Proclamation.

Issues: None

Background: In an effort to increase public awareness of the viability of bicycle commuting in the Washington region, regional Bike to Work Day events are being organized at seventy-nine locations in the region for Friday May 16. These events will encourage the business community and other regional decision-makers to support increased bicycle commuting through bicycle-friendly policies and initiatives.



Proclamation

WHEREAS, bicycle commuting is an effective means to improve air quality, reduce traffic congestion, and conserve energy; and

WHEREAS, bicycle commuting benefits both employees and employers through better employee health and fitness; reduced commuting and parking costs; and

WHEREAS, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage bicycle commuting; and

WHEREAS, the federal bicycle commuter benefit can be used by employers to assist employees with bicycle purchases, improvements, repair and storage; and

WHEREAS, Capital Bikeshare's regional bike sharing system has reached the milestone of 300 stations within the District of Columbia, Alexandria, Arlington, and Montgomery County, and is poised for continued expansion into more jurisdictions.

WHEREAS, the TPB through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

WHEREAS, the week of May 12th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD:

1. Proclaims Friday May 16, 2014 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as advocated by the Street Smart campaign.

Bike to Work Day 2014



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



**National Capital Region Transportation
Planning Board
April 16, 2014**

Bike to Work Day



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



- **Rolled out regionally by Commuter Connections in 2001.**
- **Will be held on Friday, May 16th to celebrate bicycling to work as a viable commute option**
- **Participation has increased from several hundred participants in the beginning to 14,650 last year**

Event Survey



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



- **Conducted every three years**
 - **Measures impacts of event participation**
 - **Assesses use of bicycles for commute travel before and after event**
- **Survey results used in TERM Analysis**
- **Administered via e-mail to event participants (14,653)**
- **4,255 completed questionnaires**
 - **29% response rate**

Event Survey Findings



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



- **2013 was the first Bike to Work Day event for 26% of respondents.**
- **17% of respondents *never* commuted by bike before participating in Bike to Work Day.**
- **8% of participants started riding to work after the event, and 21% started riding more often.**

Elected Officials



Bike to Work Day 2014



BIKE TO WORK DAY 2014
FRIDAY MAY 16

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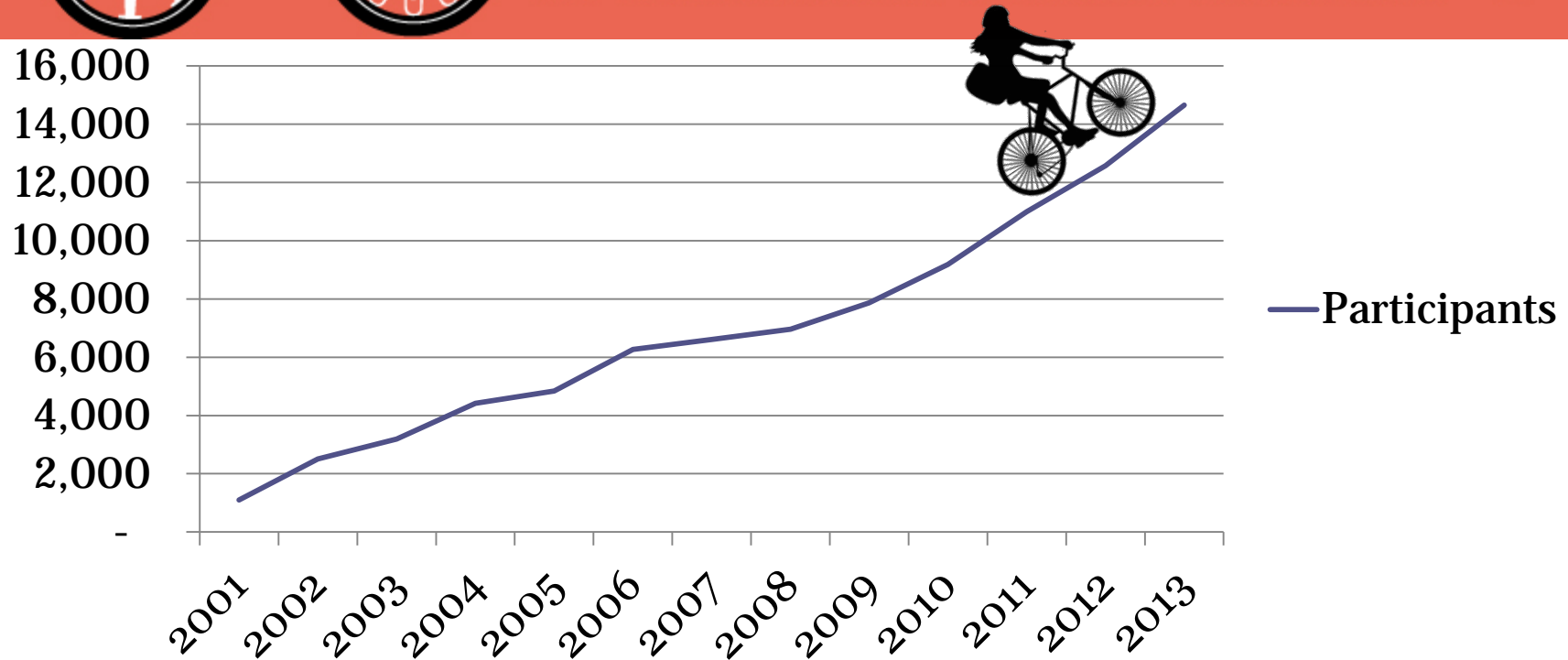
- **Coincides with National Bike to Work week**
- **Goal for 2014 - 16% increase to 17,000**
- **Proclamation at April 2014 TPB Meeting**
- **Seven new “pit stop” celebrations for 2014**
- **Total of 79 “pit stops” throughout region**

Bike to Work Day Participation



BIKE TO WORK DAY 2014
Participants **FRIDAY MAY 16**

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



Poster and Rack Card

BIKE TO WORK DAY 2014
FRIDAY MAY 16




































GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 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. Department of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433



BIKE TO WORK DAY 2014
FRIDAY MAY 16

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 or call 800.745.7433

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**GET YOUR WORKOUT BEFORE
 YOU GET YOUR WORK IN.**


















































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



 Printed on recycled paper

Pit Stop Banner

WOODBIDGE- RIPPON LANDING

VRE Station Parking Area

6:00am to 9:00am



Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2014 **BIKE TO
WORK**
FRIDAY MAY 16

Event Web Site



BIKE TO WORK DAY 2014
FRIDAY MAY 16
GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION OPENS MARCH 1, 2014 SPONSORS

Bike to Work Day

On Friday May 16, 2014 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. Attend one of 75+ pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for a free bicycle! & free T-shirts available at pit stops to the first 13,000 who register.

Registration Opens March 1st



Pit Stops

Over seventy five 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!

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 16th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

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.

Event Poster

Download a PDF of the Bike to Work Day 2013 event poster. Email it to your family.

Sponsors

Bike to Work Day organizers wish to thank our generous sponsors who help make this

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available for a wide range

Social Media



Commuter Connections | x

Twitter, Inc. [US] https://twitter.com/BikeToWorkDay

Home Notifications Discover Me

Search

Commuter Connections

@BikeToWorkDay

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

TWEETS 112 FOLLOWING 220 FOLLOWERS 1,112 Edit profile

Tweets

Commuter Connections @BikeToWorkDay · 22h
Share your bike ride with us by using #BTWDC for Bike to Work Day 2014 in the Washington DC metropolitan area.
Expand

Commuter Connections @BikeToWorkDay · Mar 7
Bike to Work Day 2014 Registration is Now Open. It's FREE!
biketoworkmetrodc.org pic.twitter.com/wcZ0KJ78MR
View photo

Commuter Connections @BikeToWorkDay · Mar 7
[Blog] Bike to Work Day 2014 Pit Stops - biketoworkmetrodc.org/?p=3870.
Expand

Commuter Connections @BikeToWorkDay · Feb 27
[Blog] Bike to Work Day 2014 Pit Stops - biketoworkmetrodc.org/?p=3870.
Expand

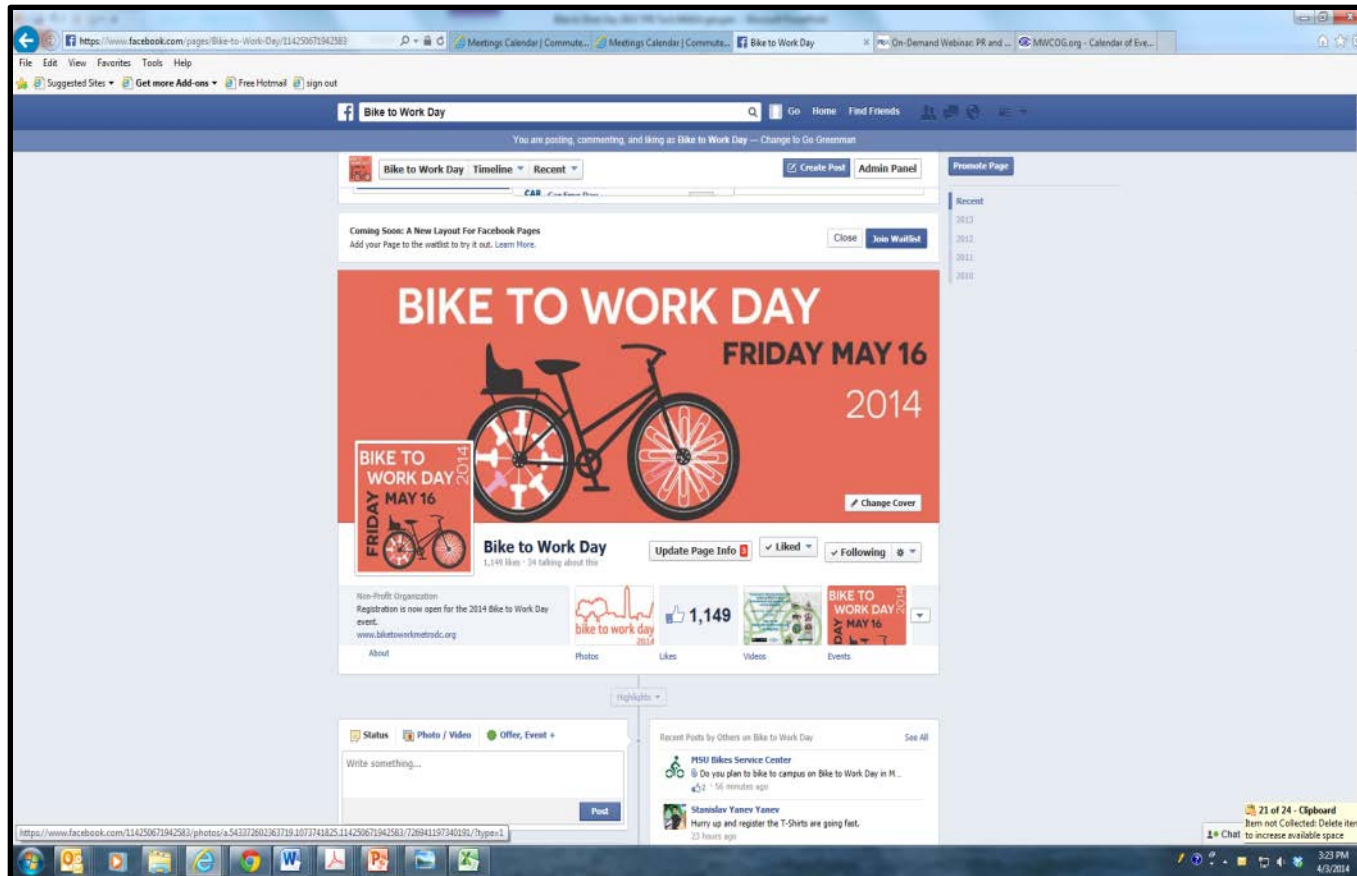
Commuter Connections @BikeToWorkDay · May 17
More than 14,500 registered for Bike to Work Day 2013, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!
Expand

Commuter Connections @BikeToWorkDay · May 16
#BTWDC is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!

21 of 24 - Clipboard
Item not Collected: Delete items to increase available space

3:15 PM
4/3/2014

Social Media



Bike to Work Day 2014



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



- **Free and open to all commuters in the National Capital Region**
- **Register at 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



BIKE TO WORK DAY 2014
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- **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



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- **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**
- **Bicycling covered by Commuter Connections' Guaranteed Ride Home program**

Questions?





Pit Stops

NORTHEAST

[Edgewood](#)

[Fort Totten](#)

[NoMa](#)

NORTHWEST

[Adams Morgan](#)

[Columbia Heights](#)

[Freedom Plaza](#)

[Georgetown Meigs Park](#)

[Georgetown Waterfront Park Area](#)

[Golden Triangle – L Street](#)

[Golden Triangle – Murrow Park](#)

[Golden Triangle – Farragut Square](#)

[Mt. Vernon Triangle](#)

[National Geographic Society](#)

SOUTHEAST

[Anacostia](#)

[Capitol Hill at Eastern Market](#)

[Capitol Riverfront at Canal Park](#)

[Coast Guard HQ – Ward 8 SE](#)

CHARLES

[Indian Head](#)

FREDERICK

[Frederick](#)

MONTGOMERY

[Bethesda](#)

[FDA White Oak](#)

[Friendship Heights](#)

[Gaithersburg](#)

[National Institutes of Health Bldg One](#)

[Naval Support Activity Bethesda](#)

[North Bethesda – US Nuclear Regulatory](#)

[Rock Springs Business Park](#)

[Rockville – Fallsgrove](#)

[Rockville – Tower Oaks/Wootton](#)

[Rockville – Town Center](#)

[Rockville – Twinbrook](#)

[Silver Spring – Discovery Place](#)

[Silver Spring – The Blairs \(East/West Hwy\)](#)

PRINCE GEORGE'S

[Bowie – Old Town](#)

[Bowie - Town Center](#)

[Capitol Heights](#)

[College Park – City Hall \(Morning\)](#)

[College Park – Metro \(Afternoon\)](#)

[Greenbelt](#)

[Hyattsville](#)

[Oxon Hill](#)

[Suitland](#)

TAKOMA PARK

[Takoma Park – Downtown/Old Takoma](#)

[Takoma Park – Sligo Creek Trail](#)

[Takoma Park – Takoma/Langley Crossroads](#)

ALEXANDRIA

[Alexandria – Carlyle](#)

[Alexandria – Del Ray](#)

[Alexandria – Mark Center](#)

[Alexandria – Old Town](#)

ARLINGTON

[Arlington – Ballston](#)

[Arlington – Columbia Pike/Penrose Square](#)

[Arlington – Crystal City Water Park](#)

[Arlington – East Falls Church \(Afternoon\)](#)

[Arlington – East Falls Church Metro \(Morning\)](#)

[Arlington – Rosslyn](#)

FAIRFAX

[Burke VRE Station](#)

[Fair Lakes](#)

[Fairfax City Downtown](#)

[Fairfax Corner](#)

[Falls Church](#)

[Herndon](#)

[McLean](#)

[Merrifield – W&OD Trail](#)

[Mosaic](#)

[Mt. Vernon – Collingwood Park](#)

[Reston](#)

[Springfield/Metro Park at Walker Lane](#)

FAIRFAX (con't)

[Tysons Corner Center](#)

[Vienna](#)

LOUDOUN

[Leesburg](#)

[Sterling](#)

PRINCE WILLIAM

[Dumfries](#)

[Haymarket](#)

[Manassas – George Mason](#)

[Manassas – Kelly Leadership Ctr](#)

[Manassas – VRE Station](#)

[Rippon Landing VRE Station](#)

[Woodbridge – Chinn Center](#)

[Woodbridge VRE](#)