

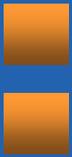


2019 Bike to Work Day Survey Highlights

Commuter Connections Subcommittee

January 21, 2020

LDA Consulting
with CIC Research



Survey Methodology

- Internet survey of May 2019 Bike to Work Day participants
 - Survey conducted in November 2019
 - Delivered 16,063 invitations, received 2,285 responses, 14.2% response rate
- Collect data for analysis of BTWD component of Mass Marketing TDM analysis
 - Define new and increased bike commute use
 - Bike commuting before BTW
 - Bike commuting in summer after BTW
 - Bike commuting in fall after BTW
 - Estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days
- Added new questions in 2019 on ownership/type of bike and use of bike for entire or partial commute trip

Event Information and Participation



Joan M. Mas 2/2007



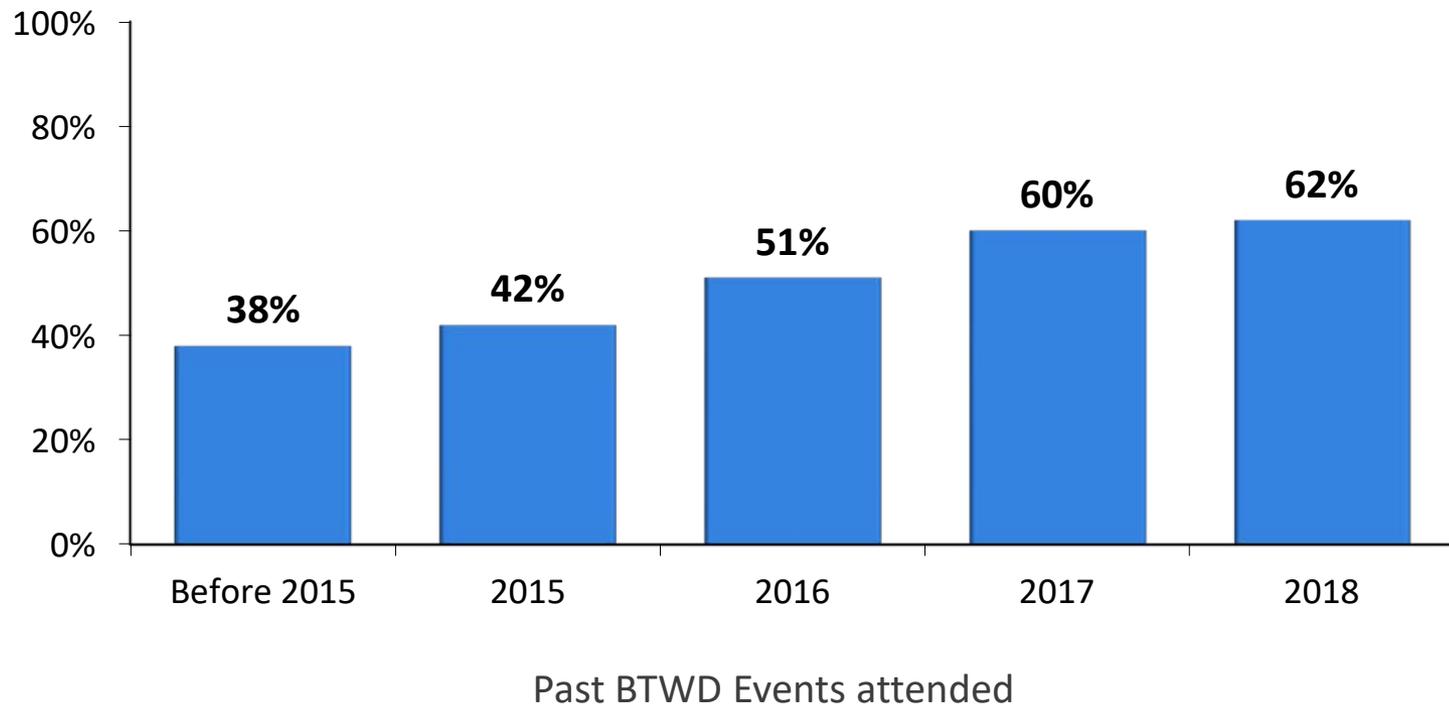
Demographics – BTWD Participant vs Regional Worker

- **Overwhelmingly White** – 82% vs 43% regionally
- **Predominantly male** – 67% vs 48% regionally
- **Older** – 56% were 45 years or older vs 42% regionally
- **Slightly higher HH income** – 73% \$100,000+ vs 61% regionally
- **Work for large org** – 54% 251+ employees vs 46% regionally

Regional data from 2019 SOC

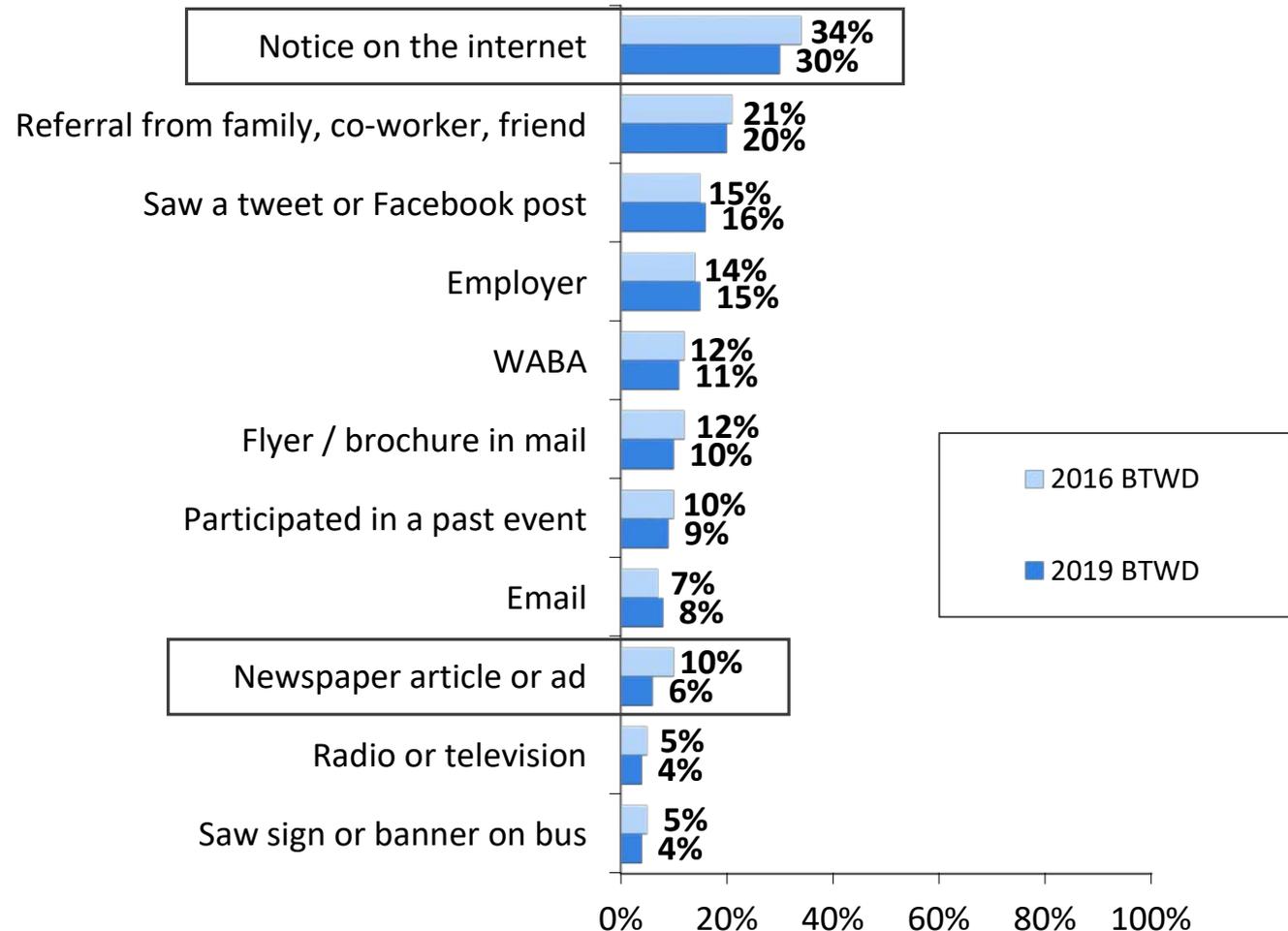
2019 was First BTWD for 23% of Respondents; 77% Had Participated in an Earlier Event

62% of 2019 riders also participated in 2018; 60% participated in 2017; 38% participated in an event before 2015



30% Heard about BTWD through Internet and 20% from a Personal Referral

2019 sources were generally similar to 2016 except that notice on Internet and newspaper fell slightly as info sources



Age differences noted for:

Social media

Under 35 – 22%

35+ – 15%

Referrals

Under 35 – 29%

35+ – 17%

Employer

Under 35 – 21%

35+ – 14%

WABA

Under 35 – 8%

35+ – 12%

Past Participant

Under 35 – 4%

35+ – 10%

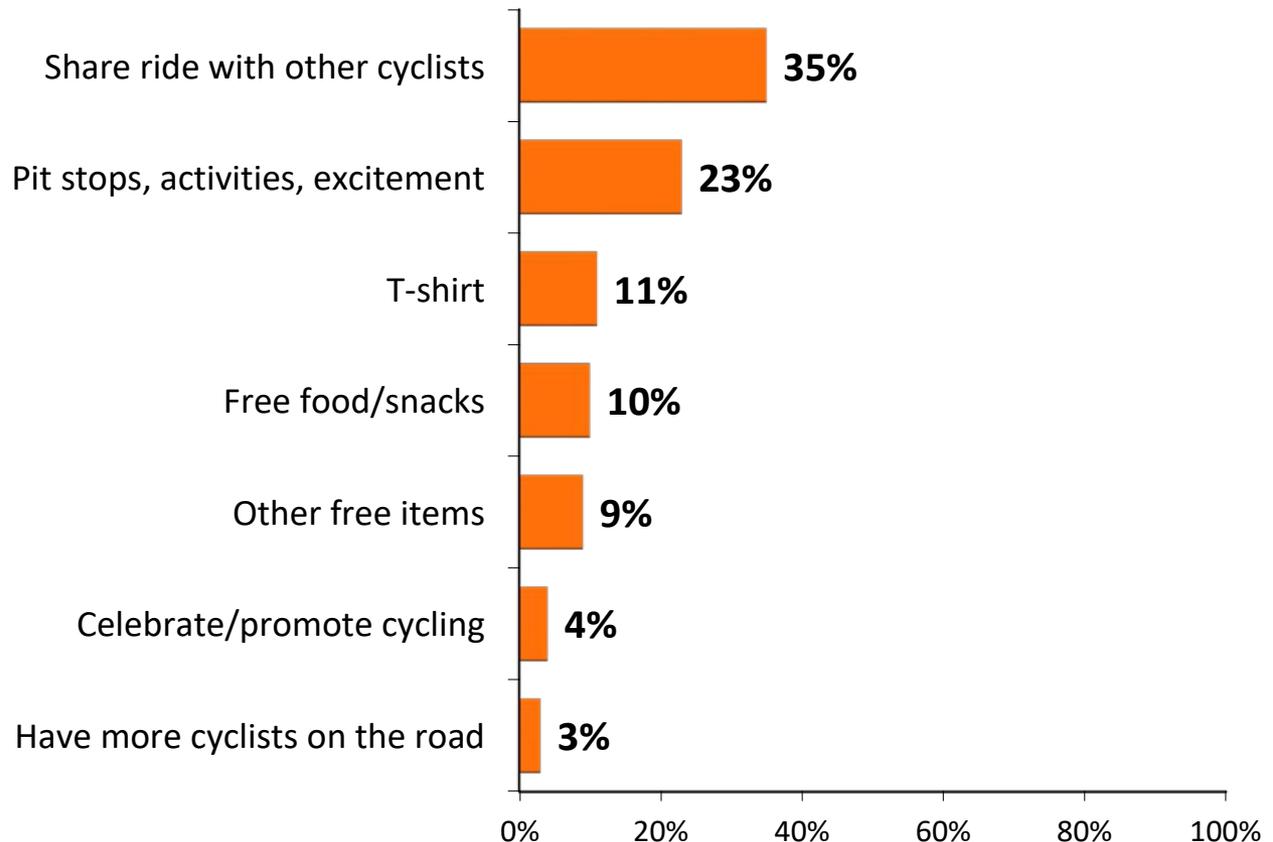
2016 BTWD
n = 3,537

2019 BTWD
n = 2,273

Q1 How did you hear about the 2019 Bike-to-Work Day?

One-third Said the Best Part of BTWD Was Sharing the Ride with Others; 23% Said it Was Pit Stops

Respondents also mentioned t-shirts, free food, and other tangible rewards of their participation



Were respondents...

Likely to participate in another BTWD event?

Very likely – 94%

Somewhat likely – 5%

Likely to recommend BTWD to friend?

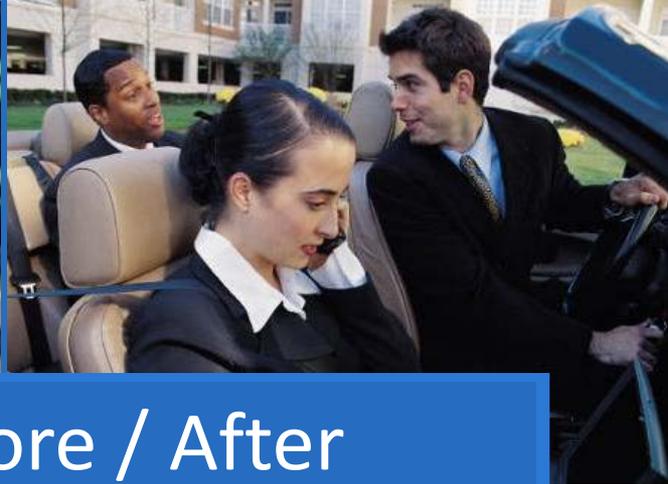
Very likely – 88%

Somewhat likely – 11%



Type of Bike and Portion of Commute Ridden on BTWD

- **93% used personal bike**; 6% CaBi, 1% other
- **97% used traditional (rider-powered) bike**; 3% e-bike
- **88% rode entire trip from home to work**; 5% drove to P&R and rode from there, 5% rode to transit station then took bus/train; 2% other
- **50% who combined bike with transit left bike at station**; 32% took bike on train, 18% took bike on bus

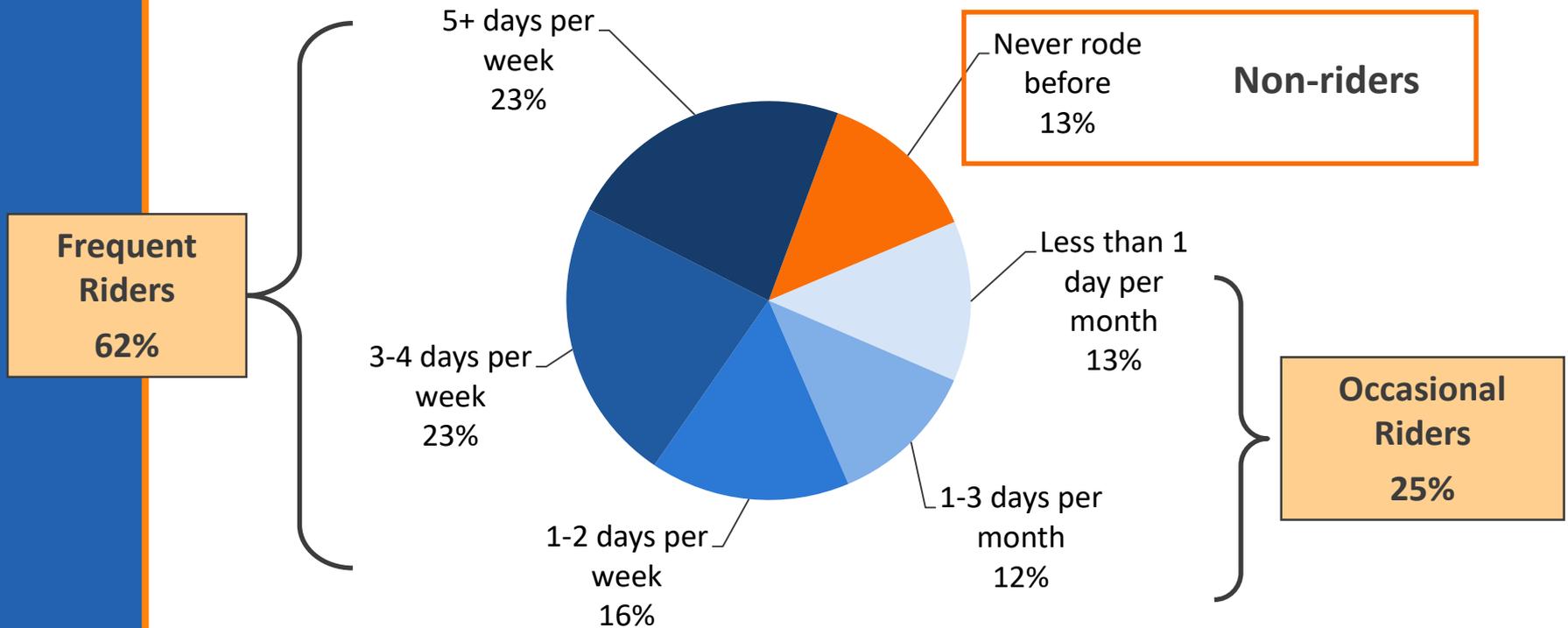


Travel Before / After BTW Day



Before their First BTWD, 87% of Respondents Biked to Work at Least 1 Day/Month

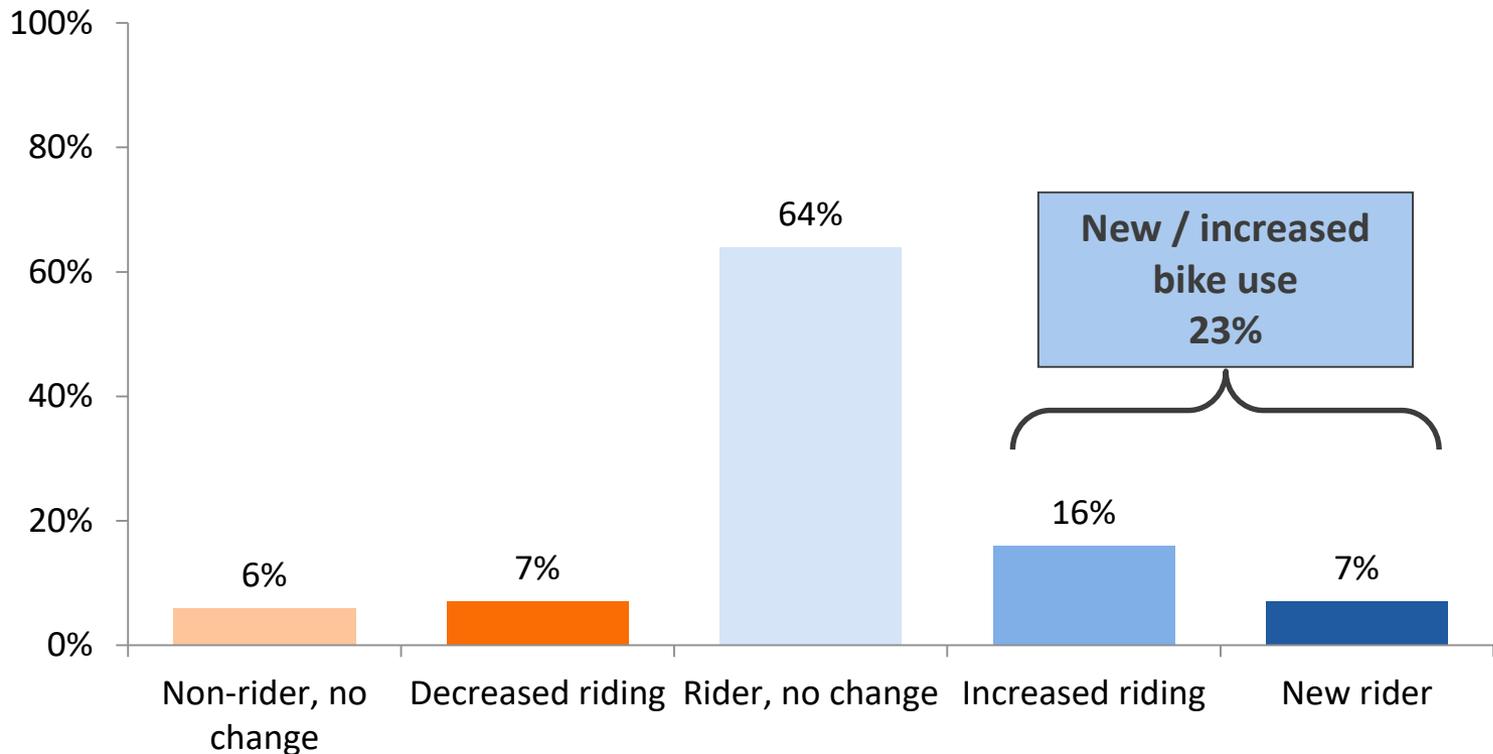
62% were frequent riders (1+ days per week); 25% rode less than 1 day per week; 14% never rode before BTW Day



Bike to work frequency before BTW Day

After BTWD, 7% Started Biking to Work and 16% Increased Bike Frequency

About six in ten respondents rode before and didn't change riding frequency, 7% decreased biking frequency; 6% didn't ride before and didn't start riding

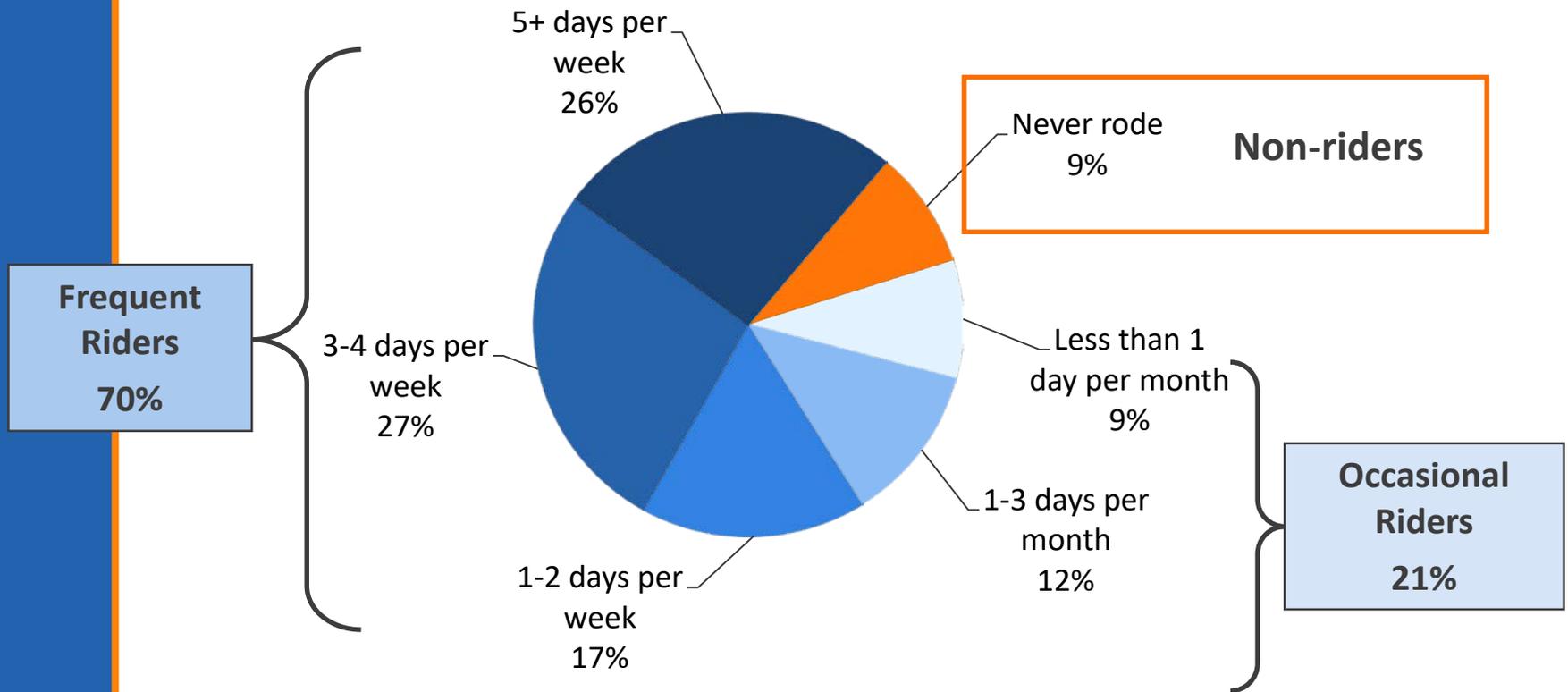


Q3 On average, how often did you ride your bicycle to work before your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2019, after the 2019 Bike-to-Work Day event?

In Summer 2019 after BTWD 2019, 91% of Respondents Biked to Work at Least 1 Day/Month

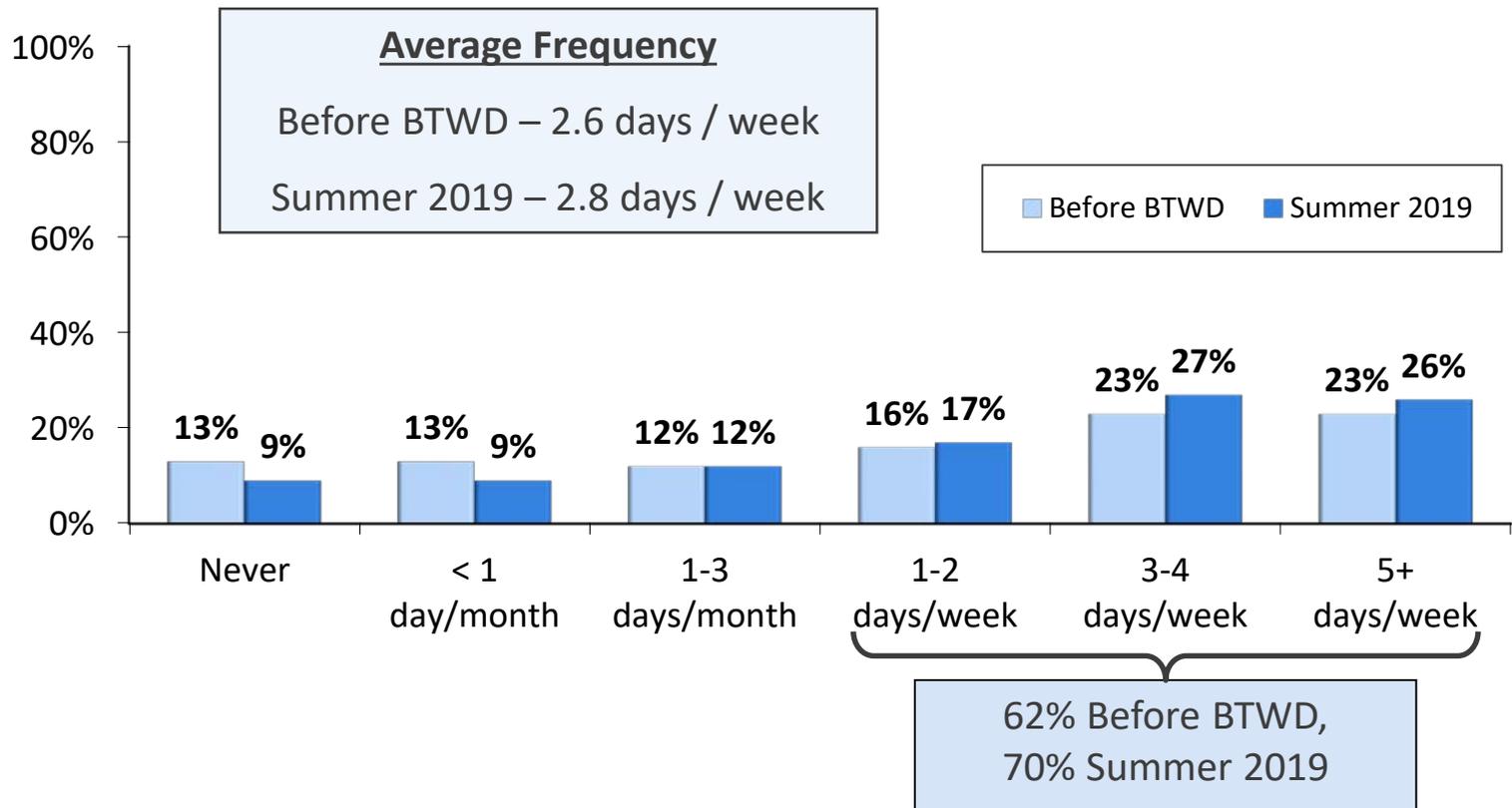
The share of riders grew from 87% before BTWD to 91% after BTWD.
Frequent riders grew from 62% to 70%.



Bike to work frequency summer 2019, after BTW Day

Average Bike Frequency Rose 0.2 Days per Week From Before BTWD (2.6 days/week) to Summer 2019 (2.8 days/week)

Bike use rose most in frequent ride categories (3-4 d/wk and 5 d/wk).



Before BTWD
n = 2,250

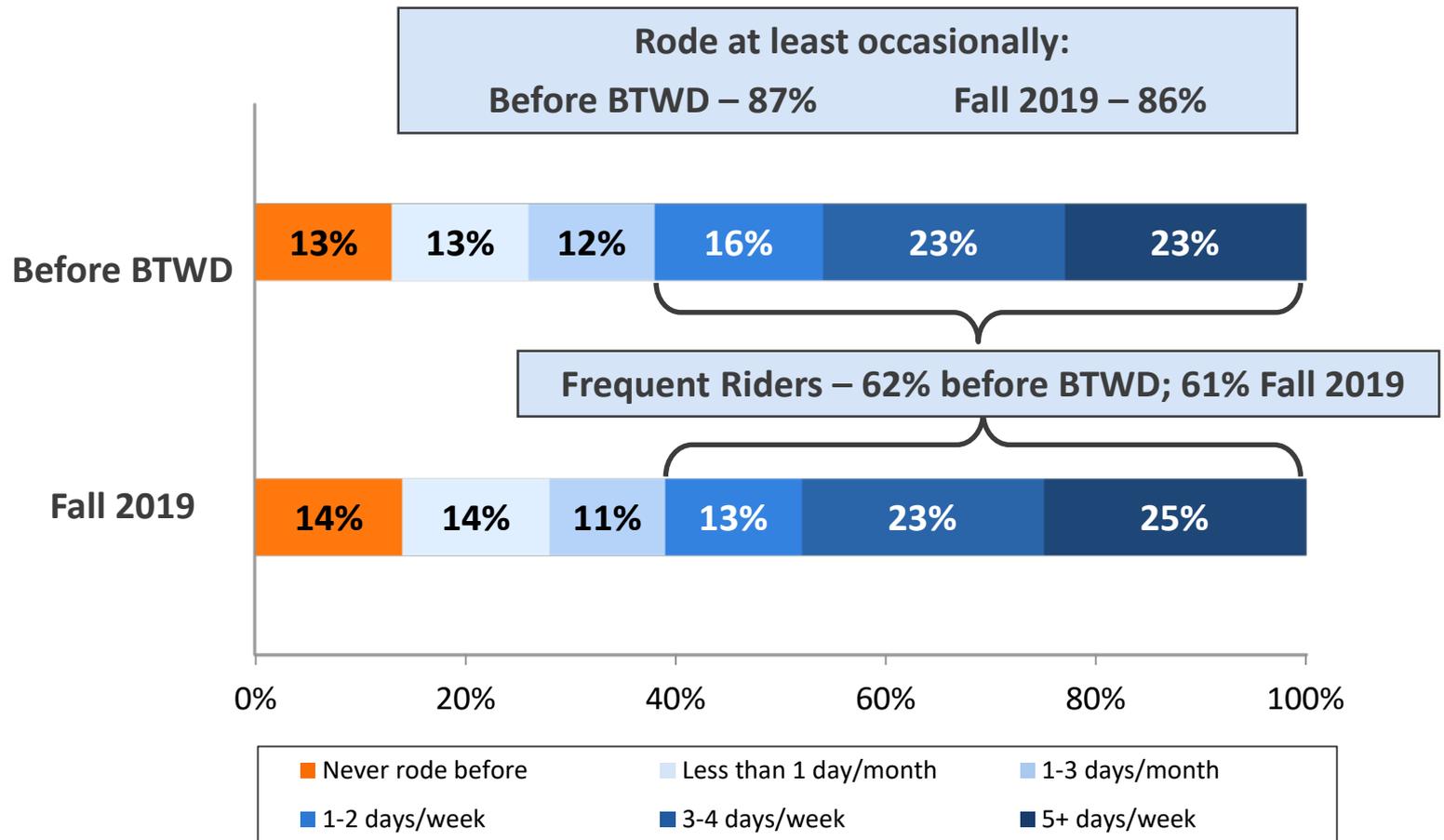
Summer 2019
n = 2,257

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2019, **after** the 2019 Bike-to-Work Day event?

In Fall 2019, Riding Declined Approximately Back to the Level Before BTWD

86% rode at least occasionally and 61% rode 1+ days per week



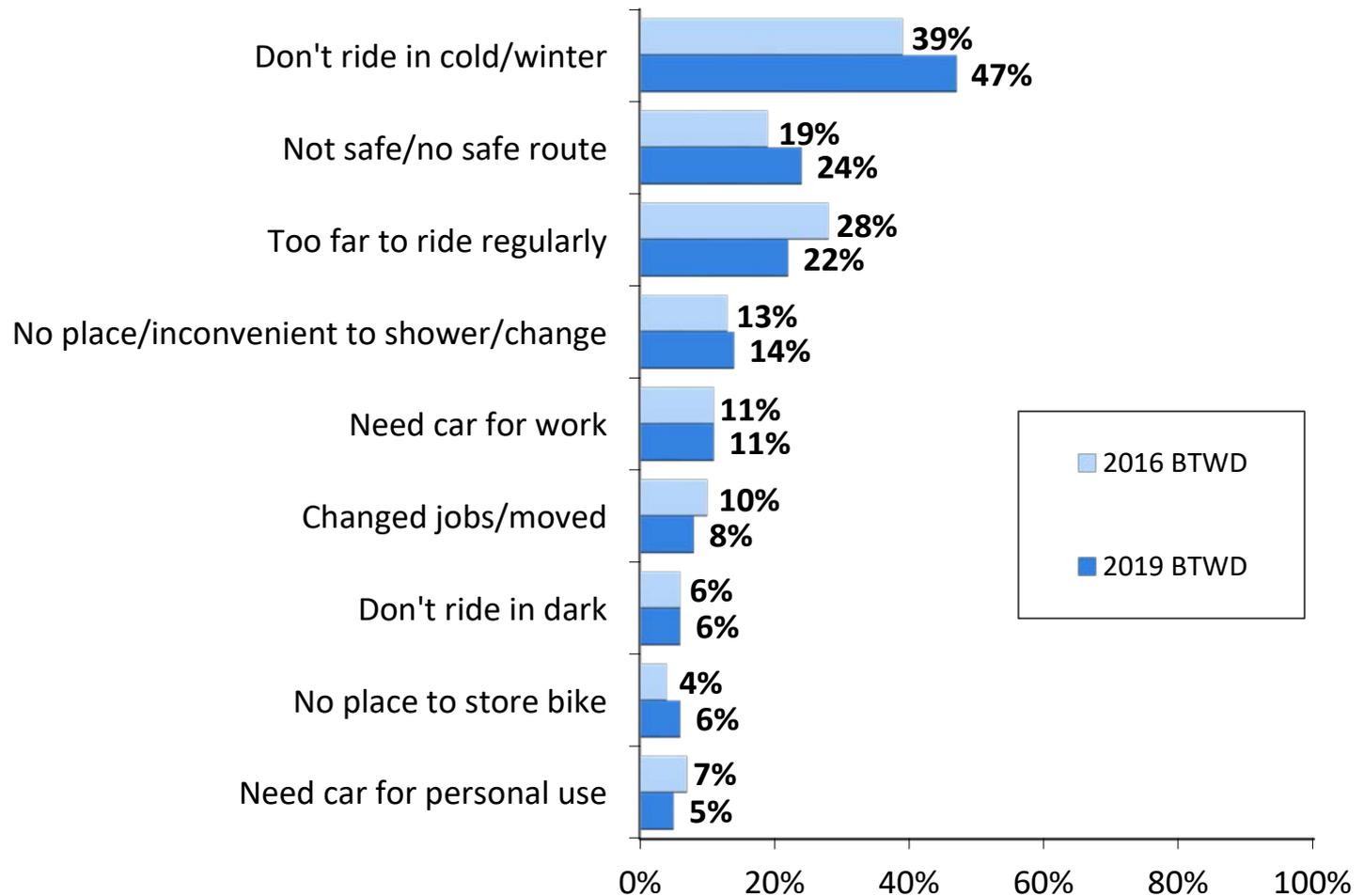
Before BTWD
n = 2,250

Fall 2019
n = 2,201

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q5 On average, how often do you bicycle to work now (November 2019)?

Primary Barriers to Continued Bike Use During Fall 2019 Were Cold Weather, Riding Safety Concerns, and Long Distance to Work



2016 BTWD
n = 1,807

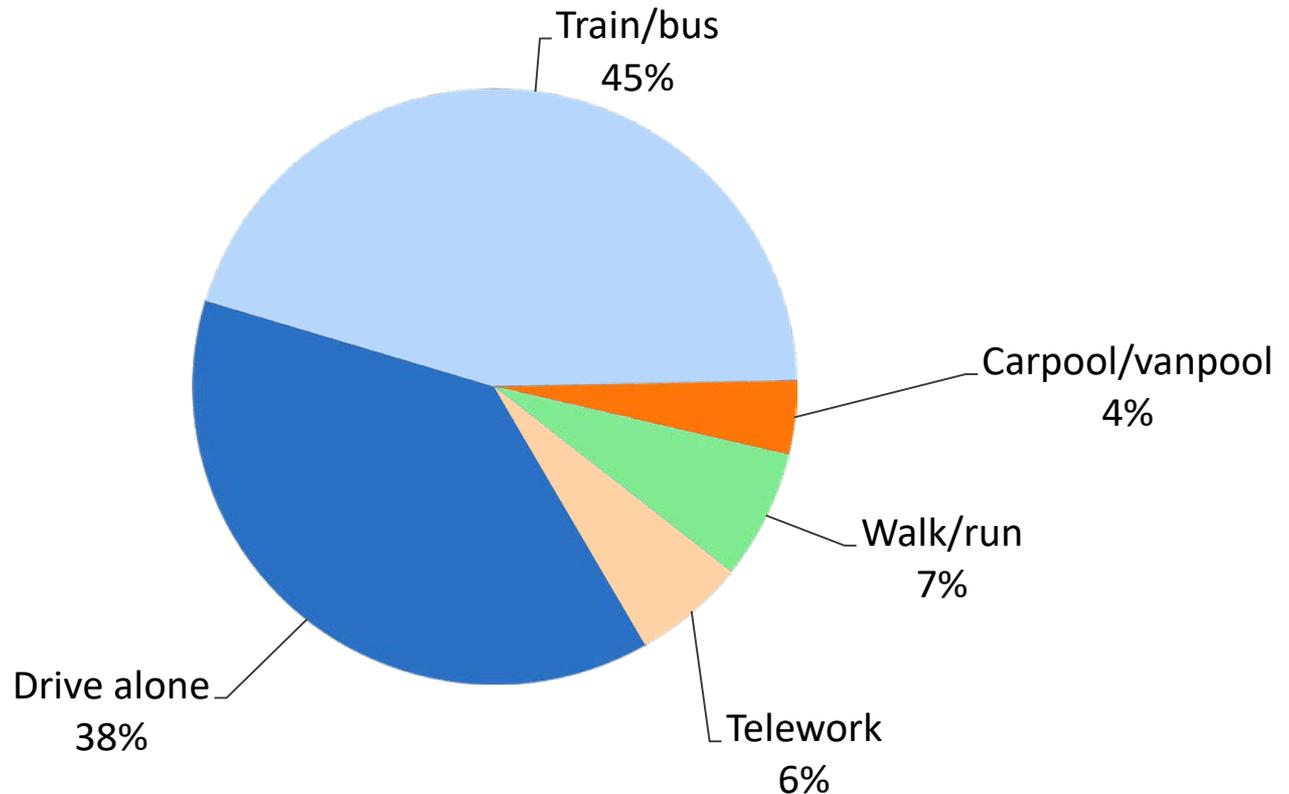
2019 BTWD
n = 1,222

Multiple
responses
permitted

Q6. Why do you not ride your bicycle to work or not ride more often now?

On Days they Didn't Bike to Work, 38% of Respondents Drove Alone; 45% Rode Transit

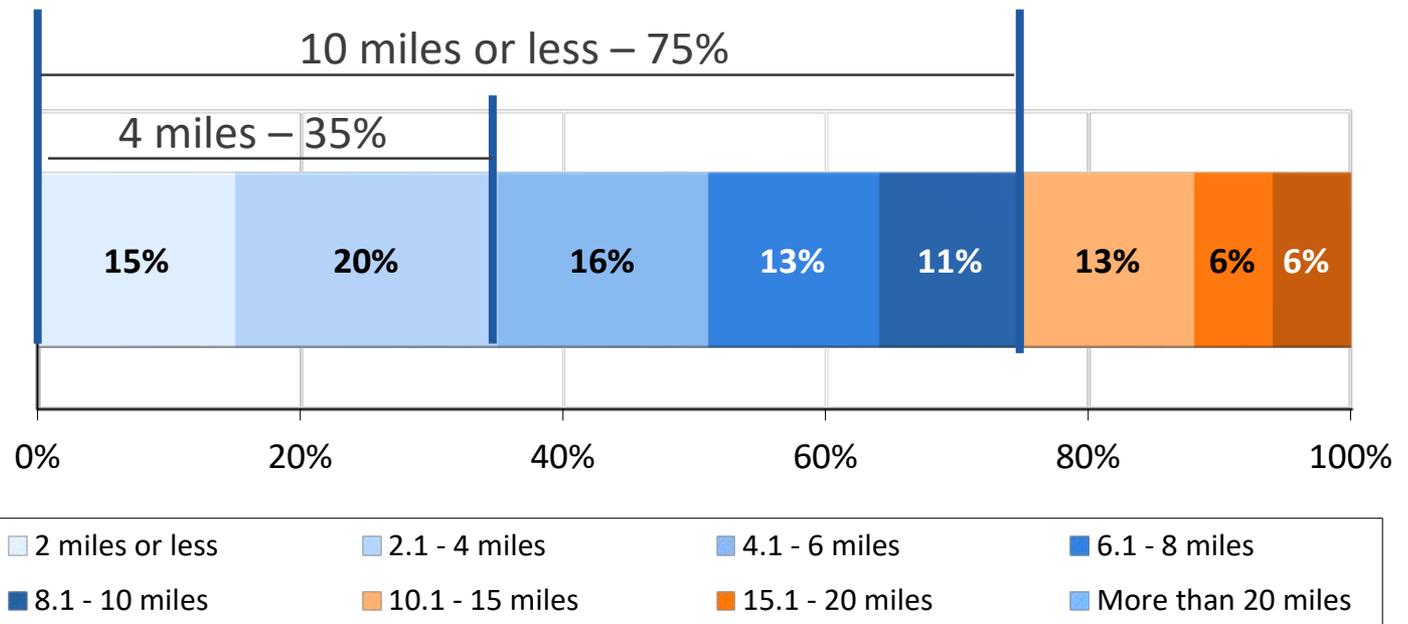
The 2019 drive alone percentage was slightly lower than the 40% measured in the 2016 BTWD Survey



20%
Used
**Capital
Bikeshare**
to commute to
or from work
during the
past year

Respondents Traveled an Average of **8.4 Miles** One-way to Work

35% lived within 4 miles of work and 75% lived within 10 miles.
Only 12% commuted more than 15 miles to work.



Average regional distances

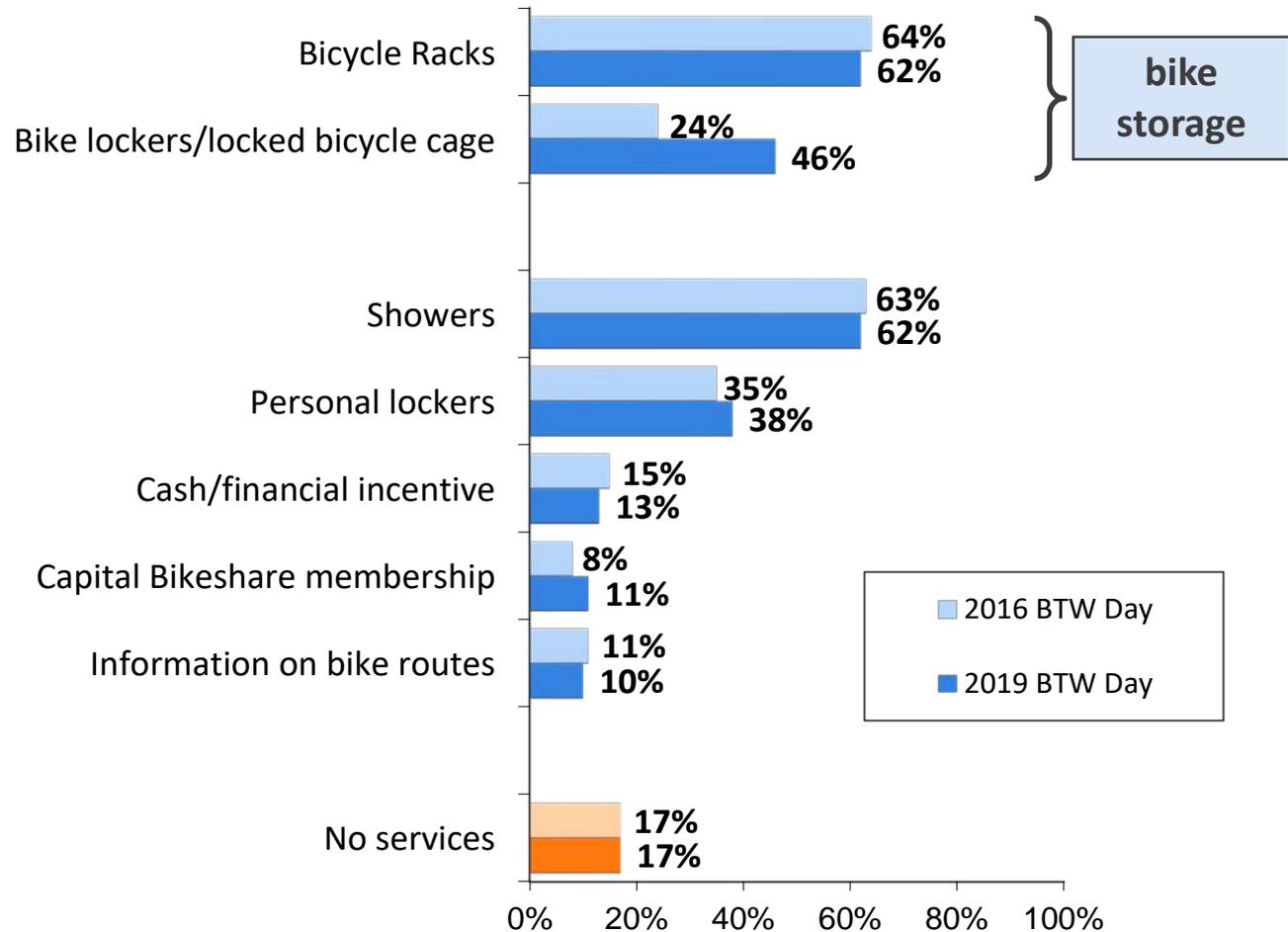
All commuters: 17.1 miles

Bike commuters: 4.2 miles

2019 SOC

83% of Respondents said their Employers Offered Bike-Commute Assistance – Same as 2016

Bicycle racks – 62%, Showers – 62%, Personal lockers – 38%



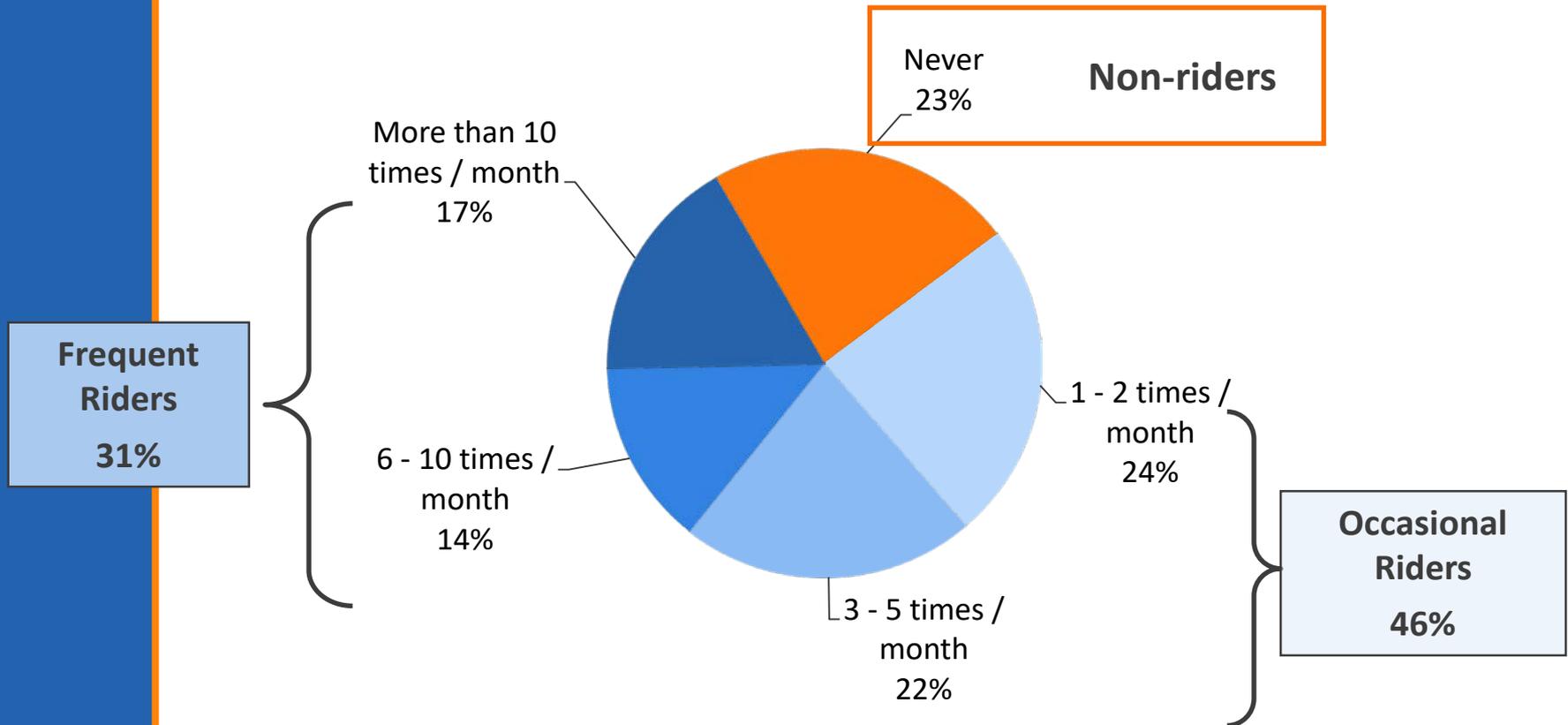
2016 BTWD
n = 3,537

2019 BTWD
n = 2,213

Q12 Does your employer offer any of the following commute assistance information or services to employees who bike to work?

Nearly Eight in Ten Respondents Rode a Bike for a Non-Commute Trip in the Past Month

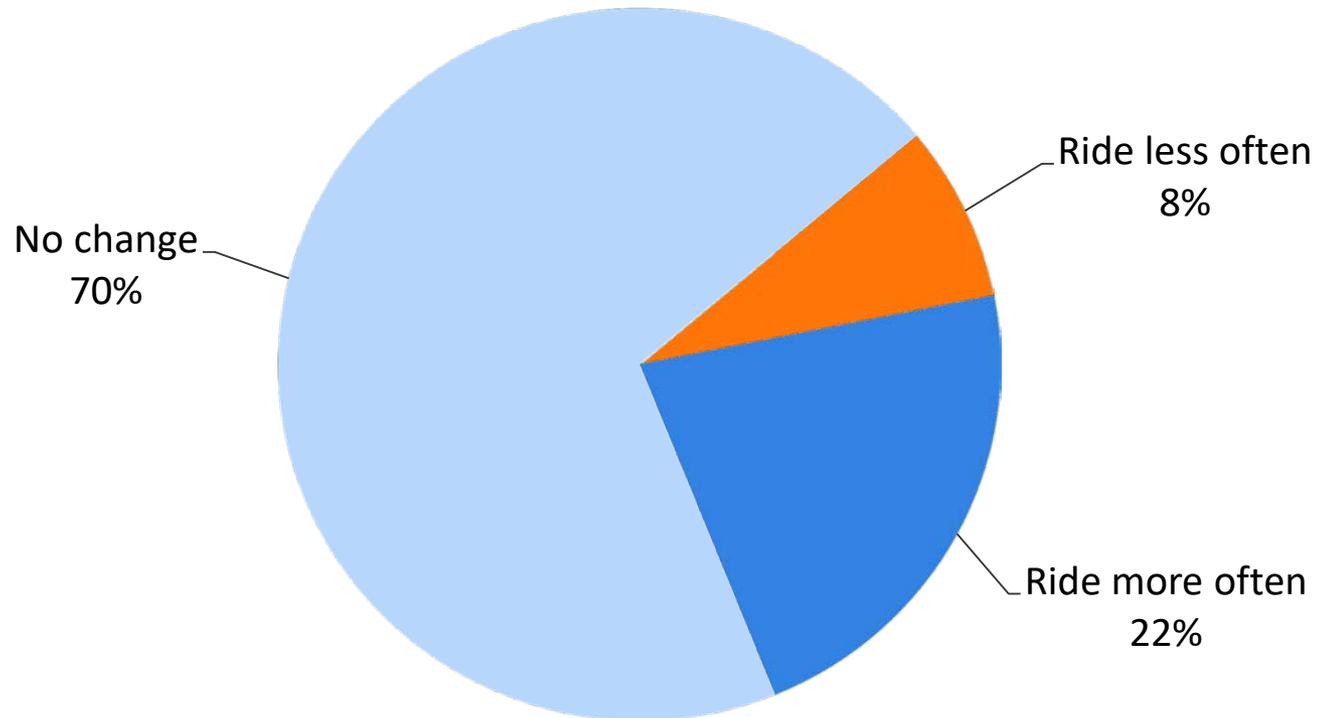
31% rode 6+ times per month; 46% rode 1 to 5 times; 23% didn't ride



Q9 In the past month, how many times did you ride your bicycle for a trip other than getting to or from work, such as trips for errands, shopping, social visits, meetings, or personal appointments? (excludes trips made SOLELY for exercise or recreation)

22% Increased Use of Bicycle for Non-Commute Trips Since their First BTWD

8% rode less often; and 70% made no change in non-commute riding



Q11 Do you ride your bicycle for non-commute trips more often, less often, or about same as before you first participated in a Bike-to-Work Day event?



Questions?

Contact:

Lori Diggins

LDA Consulting

202-657-3752

LDACWDC@aol.com