

ITEM # 7

# Bike to Work Day 2011

National Capital Region  
Transportation Planning Board

April 20, 2011



# Bike to Work Day

- Will be held on Friday, May 20<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 over 9,000 last year



# 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

*TERM EVALUATION PROJECT – Draft 2010 Survey*



# 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

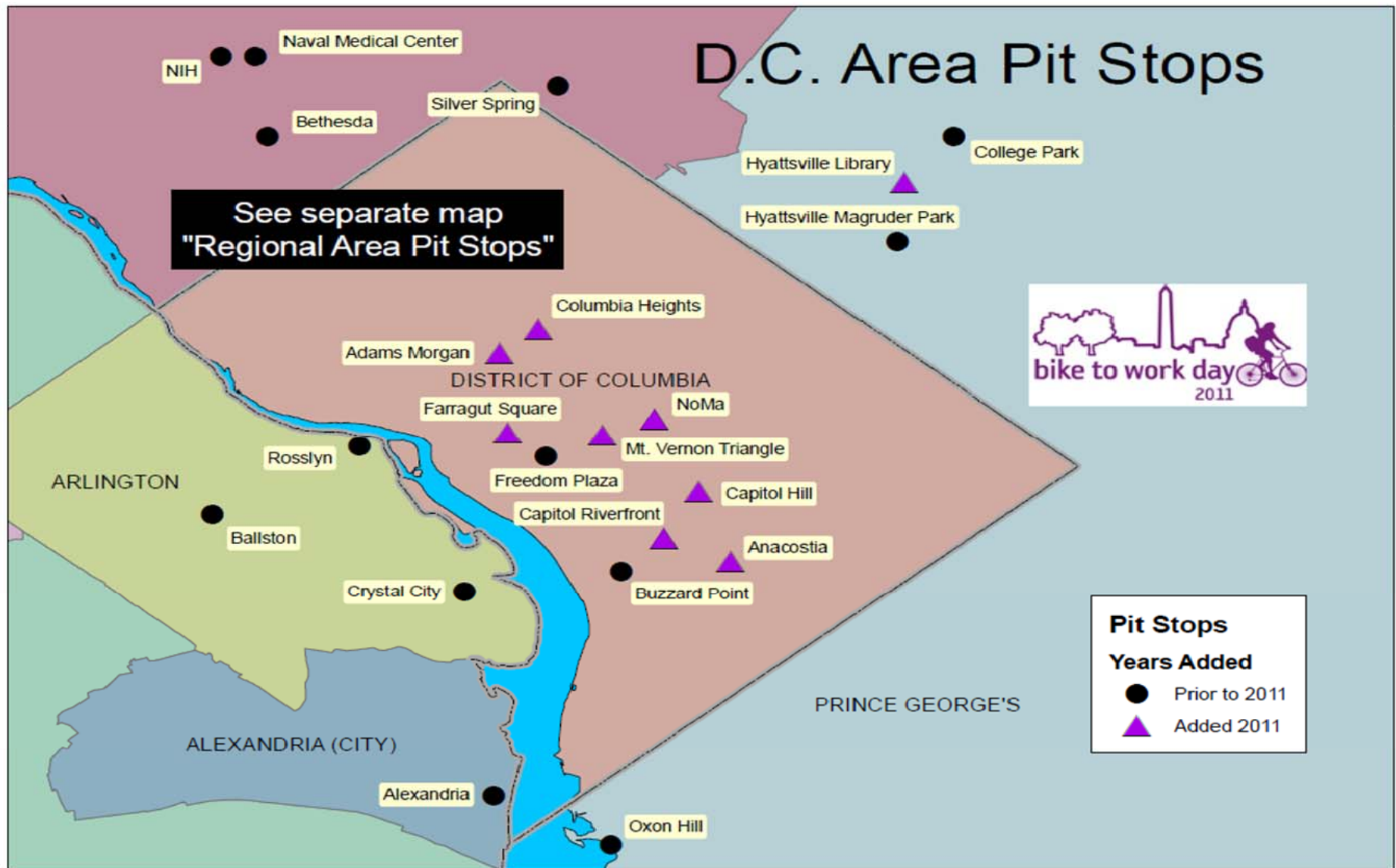


# Bike to Work Day 2011

- Coincides with National Bike to Work week
- Goal for 2011 - 10% increase to 10,100
- Proclamation at April 2011 TPB Meeting
- Fifteen new “pit stop” celebrations for 2011
- Total of 49 “pit stops” throughout region



# Bike to Work Day 2011 Pit Stops





# Bike to Work Day 2011 Pit Stops

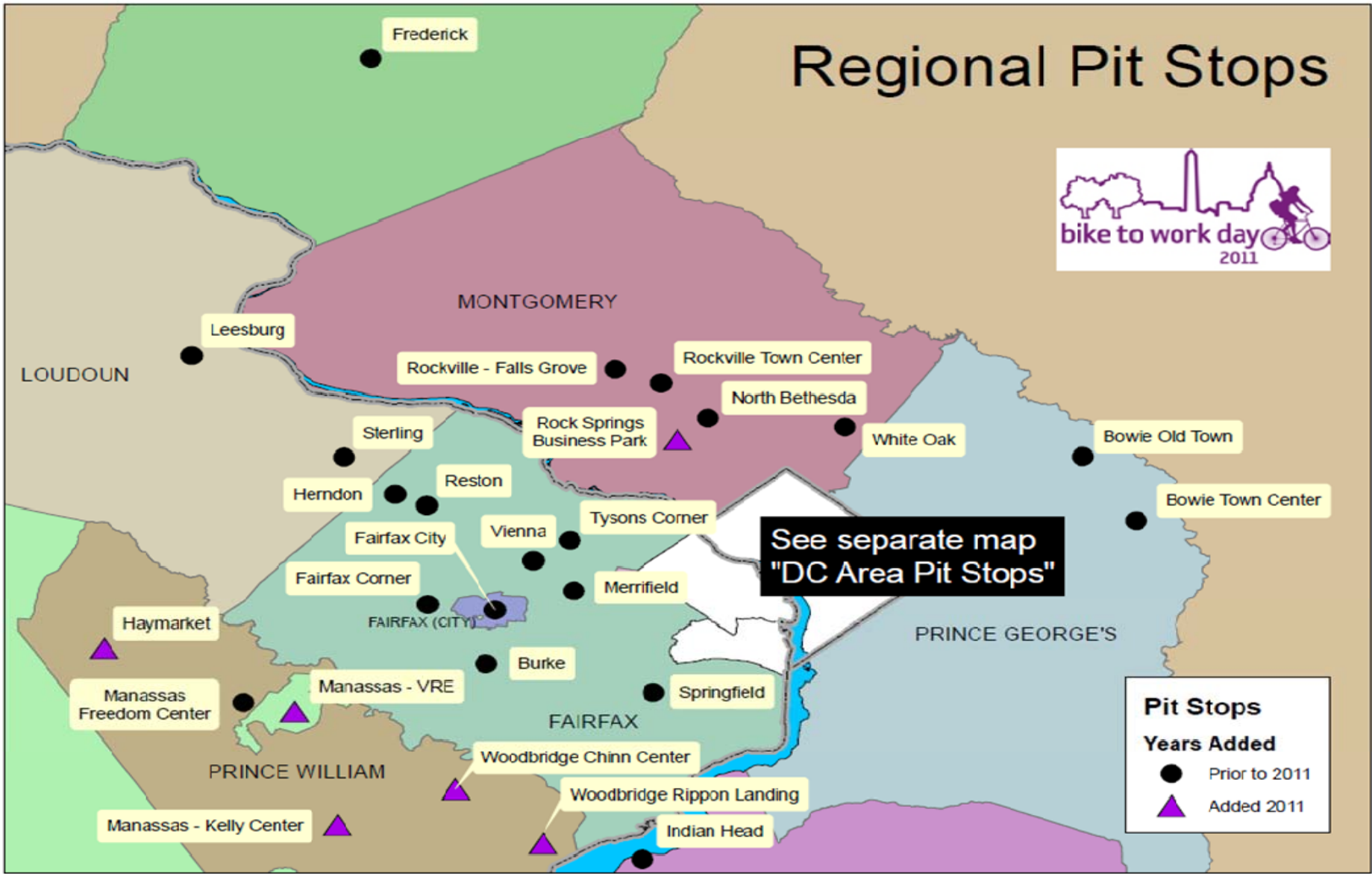
## Regional Pit Stops



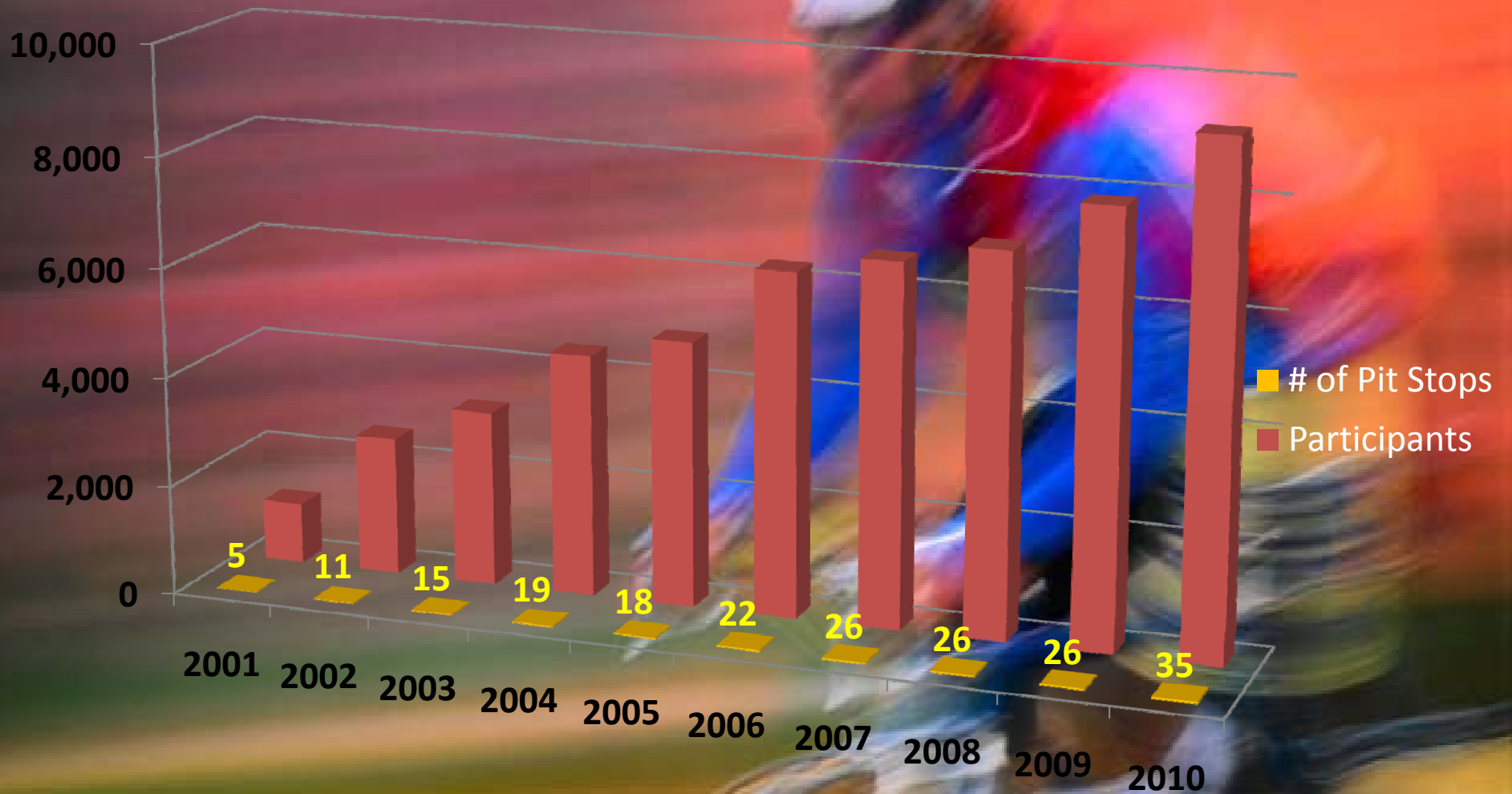
See separate map  
"DC Area Pit Stops"

**Pit Stops**  
**Years Added**

- Prior to 2011
- ▲ Added 2011



# Event Participation





# Event Web Site

WABA - Windows Internet Explorer  
http://www.waba.org/events/btwd/pit\_stop.php

File Edit View Favorites Tools Help

WABA

WASHINGTON AREA BICYCLIST ASSOCIATION

HOME SEARCH SITEMAP **JOIN / DONATE**  
*Learn to Give*

ABOUT WABA GET INVOLVED EVENTS EDUCATION RESOURCES ADVOCACY **BLOG FORUM SHOP**

Upcoming Events  
Bike to Work Day  
Commuter Convoys  
Find Your Pit Stop  
Benefit Auction & Gala  
Bike Valet  
Other Events  
Event Sponsorship  
Event Partnership

waba@waba.org  
Phone: 202.518.0524  
Fax: 202.518.0936  
Washington Area Bicyclist Association  
2599 Ontario Rd. NW  
Washington, DC 20009

## Bike to Work Day Pit Stops

On Bike to Work Day there are 49 regional pit stops in DC, Maryland and Virginia.

Each pit stop will offer a local mix of food, drinks, entertainment, dynamic speakers and chances to win bicycles and other sweet prizes. Please be sure to register with your pit stop location to be eligible for prizes.

*Please feel free to visit multiple pit stops on Bike to Work Day but remember your FREE Bike to Work Day t-shirt can only be pick up at the pit stop you choose while registering.*



**REGISTER NOW!**

**Sponsors**  
Thank you to the following sponsors for making Bike to Work Day possible:

**COMMUTER CONNECTIONS**

 **WASHINGTON AREA BICYCLIST ASSOCIATION**

**Gold Sponsors**



# Bike to Work Day Marketing Materials

**GEAR UP!**

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

**REGISTER AT WABA.ORG OR CALL 202-518-0524**

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

**FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS**

Visit [waba.org](http://waba.org) for specific pit stop locations and times. T-Shirts available at pit stops to first 9,000 who register.




**Bike to Work Day**  
FRIDAY MAY 20, 2011

**GEAR UP!**

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

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**GEAR UP!**



of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Printed on recycled paper



# Bike to Work Day Banner

## ROCK SPRINGS BUSINESS PARK

Marriott International Headquarters  
10400 Fernwood Road  
6:30 am to 8:30 am



### GEAR UP!



## Bike to Work Day

FRIDAY MAY 20, 2011

Register at [waba.org](http://waba.org) or call 202.518.0524





Commuter Connections (BikeToWorkDay) on twitter - Windows Internet Explorer  
http://twitter.com/biketoworkday

File Edit View Favorites Tools Help

★ Favorites ★ Suggested Sites Web Slice Gallery newmast[1]

Commuter Conn... WABA

Have an account? [Sign in](#)

### Get short, timely messages from Commuter Connections.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@BikeToWorkDay](#).

[Sign Up](#)

Get updates via SMS by texting **follow BikeToWorkDay** to **40404** in the United States  
[Codes for other countries](#)

## BikeToWorkDay

**Name** Commuter Connections  
**Location** Washington DC  
**Web** <http://commuterco...>  
**Bio** Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

174 following 369 followers 47 listed

**Tweets** 62

**Favorites**

**Following**

There are over 2,900 registrants for this year's Bike To Work Day event. Have you registered yet? [www.waba.org](http://www.waba.org)

11:53 AM Mar 25th via web

Bike to Work Day Washington D.C. region registration is open for 2011 at <http://www.waba.org/events/btwd/index.php>

6:41 AM Mar 11th via web

Registration for the Bike to Work 2011 Washington D.C. regional event will start by March 1st at [www.waba.org](http://www.waba.org)

 Find us on Facebook

facebook  Home Profile Find Friends Account

### Bike to Work Day

Non-Profit Organization [Edit Info](#)

**Wall** Like to Work Day · Most Recent


Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

**Wall (0)**  
Hidden Posts (0)  
Info (1)  
Photos (1)  
Discussions (0)  
Video (0)  
Edit

**About** [Edit](#)  
Register for the May 20, 2011 event after March 1st by visiting [www.waba.org](http://www.waba.org). For questions about Bike to Work Day call the Washington Area Bicyclist Association at (202) 518-0524 or email [waba@waba.org](mailto:waba@waba.org)

**112** people like this

Add to My Page's Favorites  
Remove from My Page's Favorites  
Unlike  
Share

**Go Green Jim**  
  
Tuesday at 12:47am

**Like to Work Day**  
There are currently over 2,900 participants registered for Bike To Work Day for the May 20th event. Have you registered yet? [www.waba.org](http://www.waba.org)  
197 Impressions · 0% Feedback  
March 25 at 9:55pm

**Like to Work Day**  
Bike to Work Day 2011 Registration is now open. Visit [www.waba.org](http://www.waba.org)  
227 Impressions · 0.84% Feedback  
March 1 at 11:29am

**Like to Work Day**  
What like to Work Day looks like in DC: <http://www.infrastructurelist.com/2010/06/07/the-morning-dig-what-bike-to-work-day-looks-like/>

**The Morning Dig: What Bike to Work Day Looks Like**  
[www.infrastructurelist.com](http://www.infrastructurelist.com)  
+ 1 also visited a great debate on congestion pricing with various experts. The whole show is merited it is very interesting to watch. The second link includes a response to Megan McArdle. (Reuters) (Reuters)

1,070 Impressions · 0% Feedback  
July 28, 2010 at 11:27am

**RECENT ACTIVITY**  
Bike to Work Day changed their About.

**Admins (1)** [See All](#)

- Use Facebook as Like to Work Day
- Transfer with an Ad
- View Insights
- Suggest to Friends

**Quick Tip**  
Get more people to like your Page with Facebook Ads today!  
[Get More Connections](#)

**Sample Ad: Bike to Work Day**  
The text of your ad will go here.

**Sponsored** [Create an Ad](#)

- Save Energy, Save Money!**  
SMECO.COOP  
SMECO offers a variety of energy efficiency programs to help you save energy and save money at home. Click for discounts and rebates!
- NBC Washington**  
NBC 4 Washington has all the breaking stories in news, entertainment, weather and sports. Tune in every morning from 5 AM to 7 AM!
- Going to the movies?**  
[www.theatres.com](http://www.theatres.com)  
Look for a theater with Sony Digital Cinema iTC projection. Click here to learn more about Sony iTC and where to find a location near you.
- Get 250 Bonus Points!**  
[southwest.com](http://southwest.com)  
Join Southwest Airlines All-New Rapid Rewards today, and receive 250 bonus points just for signing up! I earn more.

<http://www.facebook.com/pages/Bike-to-Work-Day/11425067194250313/31/2011> 9:29:04 PM



# Bike to Work Day 2011

- Free and open to all commuters in the National Capital Region
- Register at [www.waba.org](http://www.waba.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

HOME HELP

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

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

WELCOME TO BIKE PATH

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

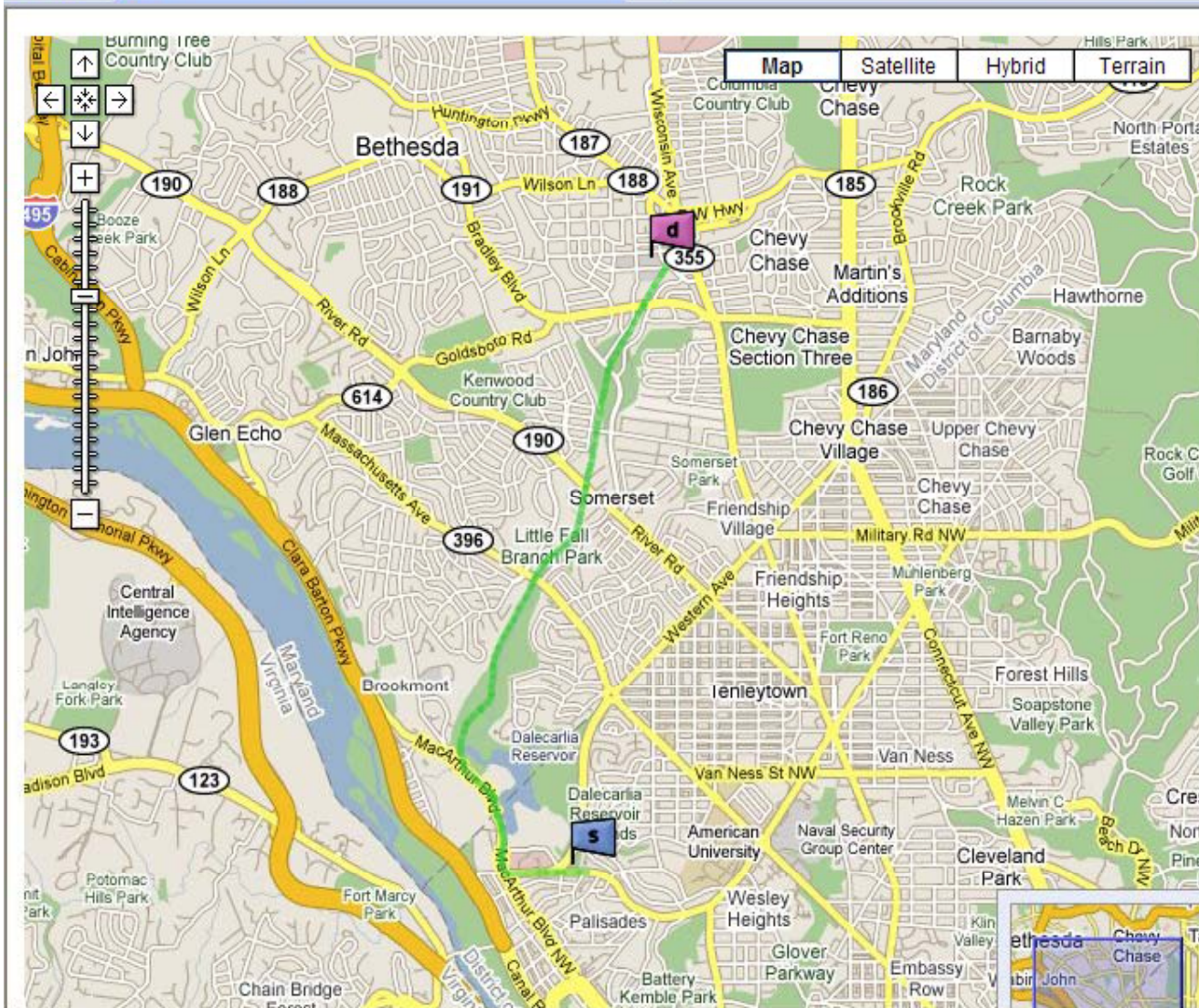
Find the Safest Path (Uses BikePath Available)

Find the Shortest Path (Uses BikePath and Streets Available)

Submit Reset

Internet 100%





**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?

