

ITEM #2

Bike to Work Day 2014



BIKE TO WORK DAY 2014
FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.



TPB Technical Committee

April 4, 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
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- **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



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- **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



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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 2013**
- **Total of 79 “pit stops” throughout region**

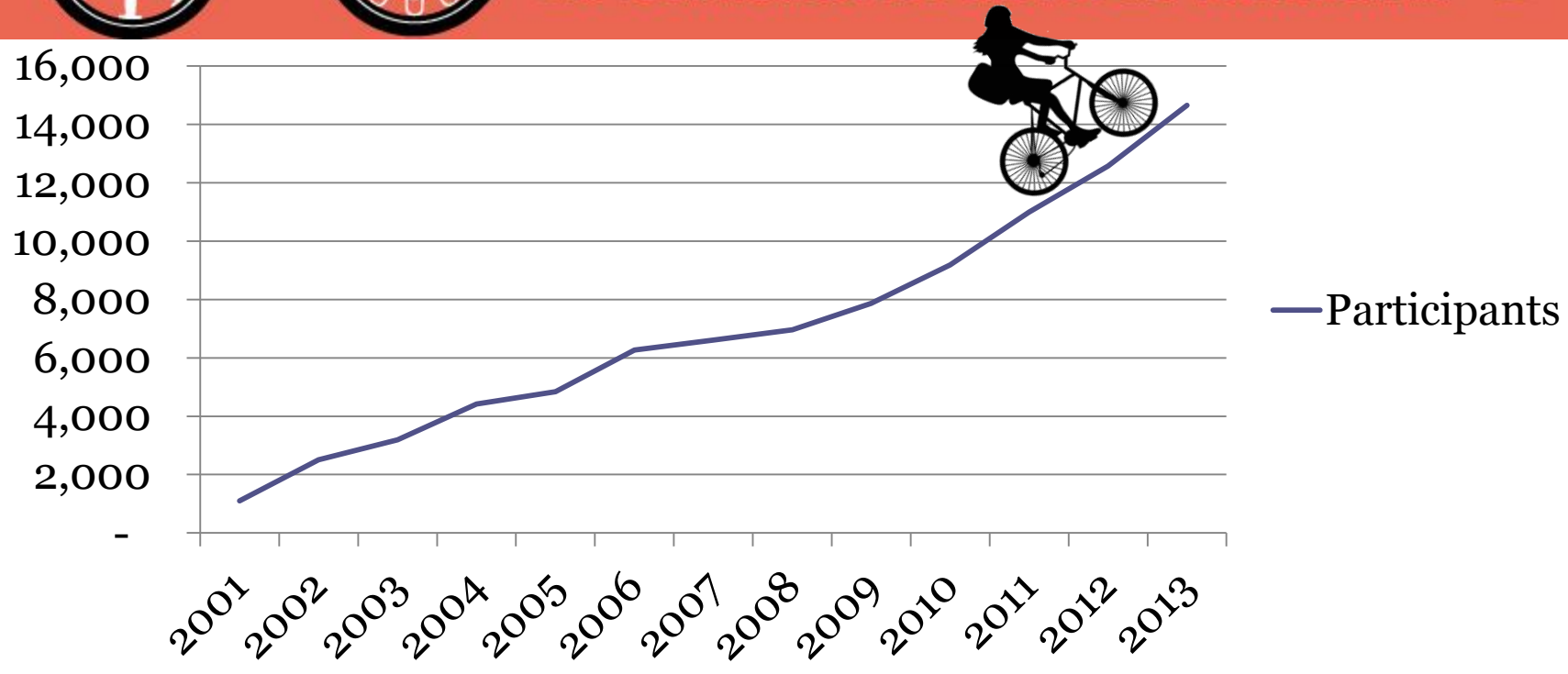
Bike to Work Day Participation



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 www.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. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433


BIKE TO WORK DAY 2014 FRIDAY MAY 16

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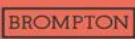





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**GET YOUR WORKOUT BEFORE
 YOU GET YOUR WORK IN.**



Bike to Work Day is also funded
 by the District of Columbia,
 Maryland, Virginia and U.S.
 Departments 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/wcZOKJ78MR
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



The screenshot shows a web browser window displaying the Facebook page for 'Bike to Work Day'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Bike-to-Work-Day/114250671942583>. The page header includes navigation links for Home, Find Friends, and a search bar. Below the header, there are tabs for 'Bike to Work Day', 'Timeline', and 'Recent'. A 'Create Post' button and an 'Admin Panel' link are visible. A notification banner reads 'Coming Soon: A New Layout For Facebook Pages'. The main content area features a large red banner with the text 'BIKE TO WORK DAY FRIDAY MAY 16 2014' and an image of a bicycle. Below the banner, the page name 'Bike to Work Day' is displayed with '1,149 likes · 34 talking about this'. There are buttons for 'Update Page Info', 'Liked', and 'Following'. A section for 'About' identifies it as a 'Non-Profit Organization' with the website www.biketoworkmetrodc.org. Below this are tabs for 'About', 'Photos', 'Likes', 'Videos', and 'Events'. A 'Highlights' dropdown menu is present. The main post area has a 'Status' field with a 'Photo / Video' and 'Offer, Event +' icon, and a 'Post' button. A section titled 'Recent Posts by Others on Bike to Work Day' shows two posts: one from 'MSU Bikes Service Center' asking about campus biking, and another from 'Stanislav Yanev Yanev' about T-shirts. The bottom of the page shows a Windows taskbar with various application icons and a system tray with the date '4/3/2014' and time '3:23 PM'. A chat notification in the bottom right corner says '21 of 24 - Clipboard Item not Collected. Delete Items to increase available space'.

Bike to Work Day 2014



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- **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



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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?

