

ITEM #5

TPB Technical Committee

April 9, 2010

Bike to Work Day 2010

Bike to Work Day

- Friday May 21
- Coincides with National Bike to Work week
- Event celebrates bicycling to work as a viable commute option
- Started by Washington Area Bicyclist Association as a District of Columbia only event
- Commuter Connections rolled out regionally in 1998
- Participation has increase dramatically from several hundred event participants to 8,000

Bike to Work Day Event Survey

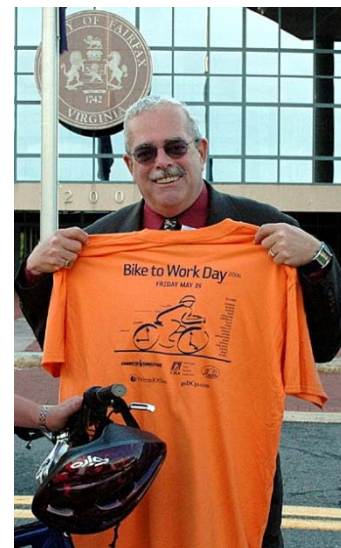
- Conducted every three years
- Purpose of survey
 - Measure impacts of event participation
 - Assess use of bicycles for commute travel before and after event
- Survey results are used in Transportation Emission Reduction Measure impacts
- Administered via e-mail to all event participants
- COG received 2,411 completed questionnaires
 - 37% response rate

TERM EVALUATION PROJECT - May 2007

Bike to Work Day Event Survey Findings

- Bike to Work Day event introduces and encourages bicycle commuting to new riders
 - 21% of survey respondents never commuted by bicycle before participating in this event
- Bike to Work Day event expands the frequency of bicycle commuting to existing bicyclists
 - 12% of survey respondents who commuted by bicycle previous to event started bicycling more after participating

Elected Officials



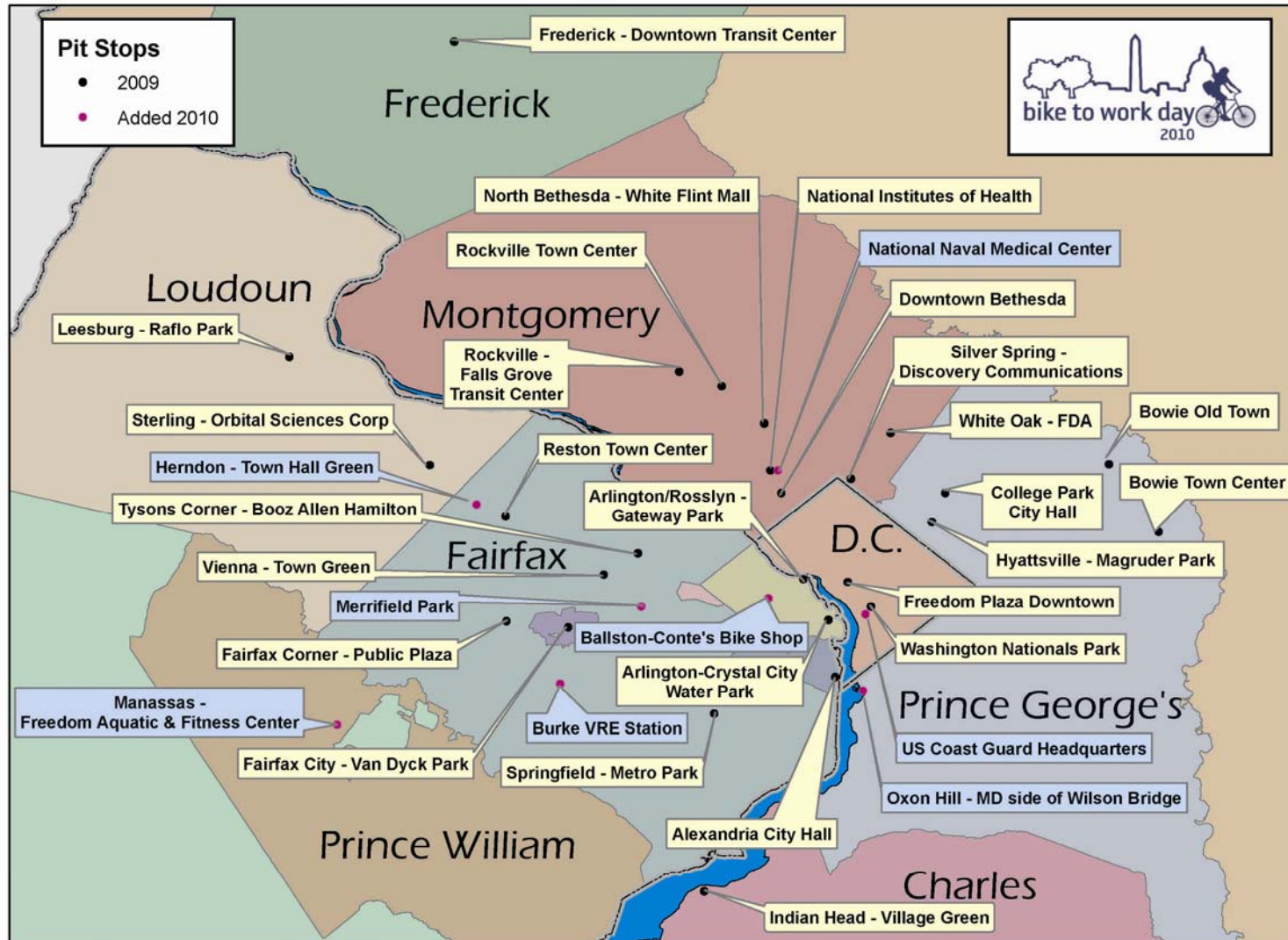
Bike to Work Day 2010

- Friday May 21, 2010
- Goal for 2010 - 10% increase to 8,600
- Proclamation at April 2010 TPB Meeting
- New logo for 2010
- Eight new “pit stop” celebrations for 2010!
- Total of 35 “pit stop” throughout region

Bike to Work Day New Logo



Bike to Work Day 2010 Pit Stop Locations



Bike to Work Day Marketing Materials

Are you pumped?

REGISTER AT WABA.ORG OR CALL 202-518-0524
Pre-Register by May 14 for Free T-Shirt and Bike Raffle!
FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
 Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

PIT STOPS

WASHINGTON D.C. Buzzard Point Freedom Plaza Nationals Park	VIRGINIA Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna
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SPONSORS: COMMUTER CONNECTIONS, WABA, CityBikes, CRYSTALride, DC Lottery, WHOLE FOODS, masHD, ICF, transurban, COOR FROM DC, smartwool, AAB Mid-Atlantic, VPSI Inc., PEAK RACKS, LOCAL MOTION CITY OF ALEXANDRIA, VREIT, GeoEye, CAPITAL CRESCENT TRAIL, WHEEL ROLL, PEDROS we'll keep it rolling, JAMIS BICYCLES, W, G, JANDD, Blackburn, HONEST In Real, Get Honest, The Bicycle Escape, ON GUARD, LG LOUIS G RINE-UV, SPEELED, BREEZER Transportation for a healthy planet.

Friday May 21, 2010

Bike to Work Day

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

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Friday May 21, 2010

Bike to Work Day

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Bike to Work Day Banners & T-Shirts

NATIONALS PARK  **Friday May 21, 2010**

1500 South Capitol St SE
6:30 am to 7:30 am

We're pumped!

Register at waba.org or call 202.518.0524



Logos: WABA, COMMUTER CONNECTIONS, City Bikes, D.C. Lottery, CRYSTALride, mashHD, WHOLE FOODS

PIT STOPS

WASHINGTON D.C. Buzzard Point Freedom Plaza Nationals Park	MARYLAND Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Oxon Hill Rockville Silver Spring White Oak	VIRGINIA Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas	Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna
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bike to work day
Friday 5.21.2010



Logos: City Bikes, COMMUTER CONNECTIONS, WABA, WHOLE FOODS, CRYSTALride, D.C. Lottery, mashHD, transurban, ARLINGTON'S carfreedlet.com, smartwool, DOWN TOWN DC, AAA Mid-Atlantic, ICF INTERNATIONAL

Event Web Site

Washington Area Bicyclist Association [WABA] - Windows Internet Explorer

http://waba.org/events/btwd/index.php

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Washington Area Bicyclist Association [WABA]

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BIKE TO WORK DAY



→ **HOW DO I GET THERE?**
Check out our area maps and find a safe route to your work

YES! Your bike can ride for free on Metrorail or Metro Buses

[Ride with a commuter convoy>>](#)

Friday, May 21, 2010
Bike to Work Day **REGISTER**

Join thousands of area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work! Meet up with your neighbors at one of 35 regional pit stops, ride into the city with experienced commuter convoys and meet your fellow cyclists at Freedom Plaza. Washington Area Bicyclist Association and Commuter Connections invite you to try bicycling to work as an alternative to solo driving. Help the Washington region become a better place to ride. Bike to Work Day is a **FREE** event and open to all area commuters. There be a raffle, prizes, food, drink and more at all pit stops throughout the region.



Free T-shirts will available for the first 8,500 registrants who are in attendance at the pit stop they registered for.

Registration for Bike to Work Day 2010 is now open! Follow the pit stop link below and register for the pit stop rally you plan to attend. Raffles will be held at each pit stop for prizes including commuter bags, bike locks, and bicycles.



Find Your Pit Stop >>

Internet 100%

start 3 Mi... Micros... 2 Mi... T-Shirts Washi... Search Desktop 10:36 AM

Bike to Work Day Twitter

Commuter Connections (BikeToWorkDay) on Twitter - Windows Internet Explorer

http://twitter.com/biketoworkday

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Commuter Connections (BikeToWorkDay) https://ieonline.microsoft.com/#ieslice

twitter

May 21, 2010

Have an account? [Sign in](#)

Hey there! Commuter Connections is using Twitter.

Twitter is a rich source of instantly updated information. [Join today](#) and [follow @BikeToWorkDay](#) to start receiving these tweets.

[Get started now >](#)

Already using Twitter from a phone? [Complete signup here.](#)

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.

129 following 162 followers 16 listed

Tweets 46

Favorites

Following

Register for the Washington DC Region 2010 Bike to Work Day Event at <http://waba.org/events/btwd/index.php>

9:13 AM Mar 26th via web

Congratulations to the National Institutes of Health for winning the 2009 Bike to Work Day Employer Challenge!

12:09 PM Jun 15th, 2009 via web

start 3 Mi... Micros... 2 Mi... T-Shirts 2 In... Search Desktop 10:33 AM

twitter
follow bike to work day

Bike to Work Day 2010

- Free and open to all commuters in the National Capital Region
- Register at www.waba.org
- Participants receive free T-shirts and refreshments
- Sponsor donated giveaways and raffle prizes (bicycles and gear)

Employer Focus

- Event encourages business community to support bicycle-friendly culture (bike racks, showers/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/

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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

Start Address
(123 abc street, vienna, va, 22171)

Destination Address
(345 bcd street, washington, dc, 20010)

Street	oughboro Rd NW & Macarthur Blvd NW	
City	State	Zip
Washington	DC	

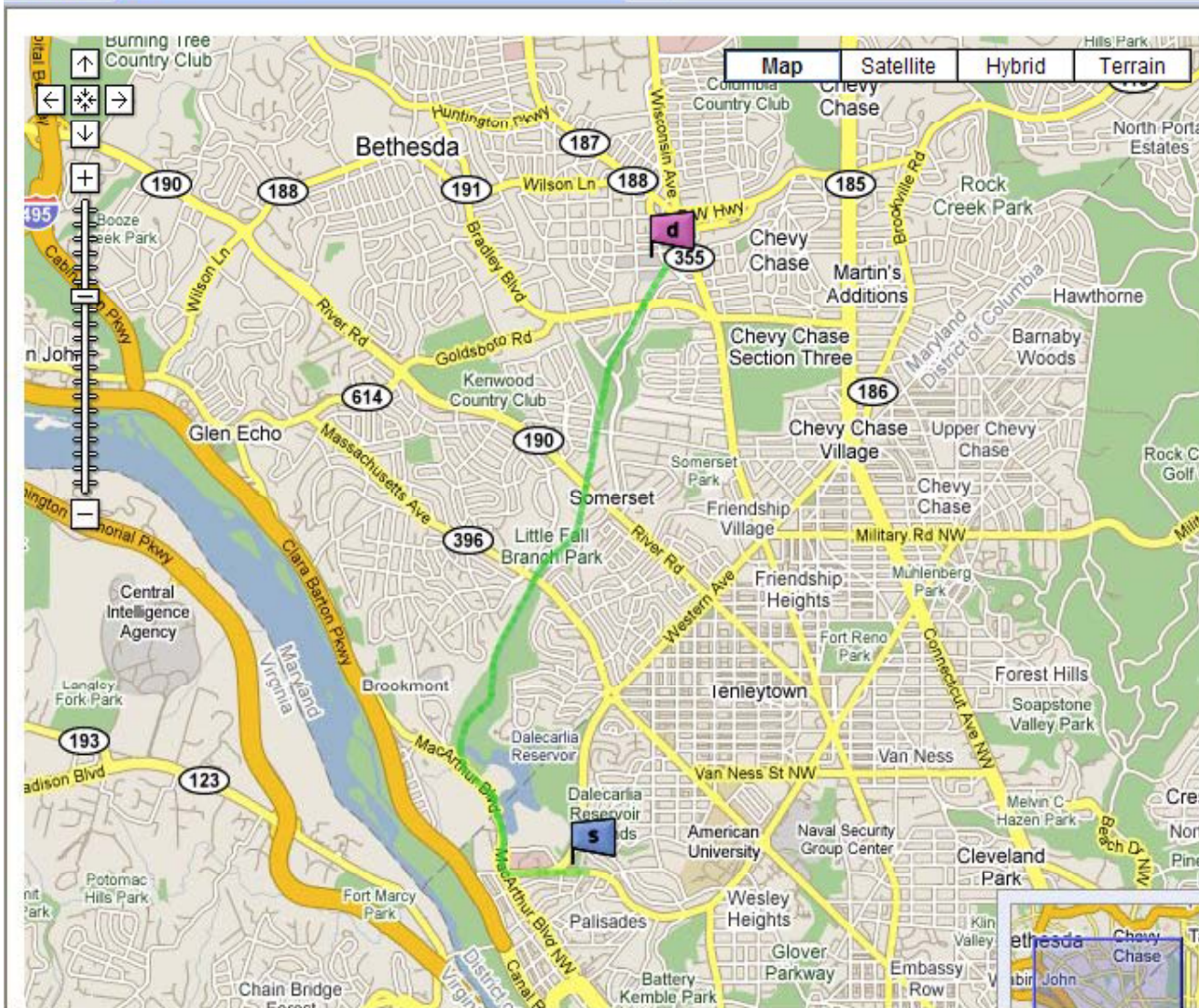
Street	4798 Bethesda Ave	
City	State	Zip
Bethesda	MD	

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

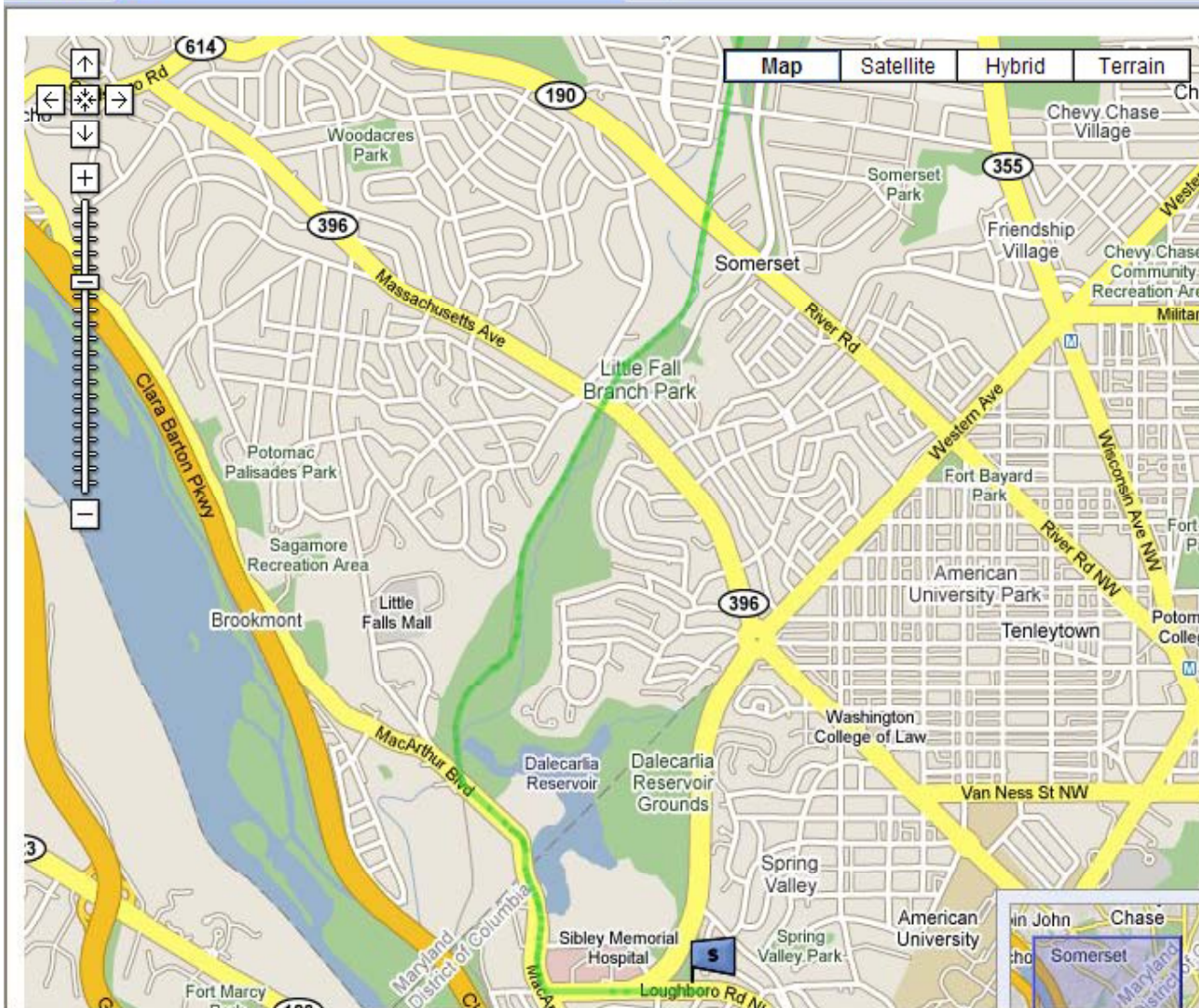
- Start from LOUGHBORO RD NW and ride for about .43 mi
- Right turn on MACARTHUR BLVD NW and ride for about .31 mi
- Continue on MACARTHUR BLVD and ride for about .31 mi
- Continue on Capital Crescent Trail and ride for about 2.91 mi

End At:
 4798 BETHESDA AVE
 BETHESDA MD

Total Distance: 3.97 miles

[Print Directions](#)

Please submit your comments and feedback



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.

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Questions?

