

# BIKE TO WORK DAY 2017

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**Nicholas Ramfos**  
TPB Operations Programs Director

TPB Technical Committee  
April 7, 2017



# Background

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- **Rolled out regionally in 2001 by Commuter Connections**
- **Friday May 19, 2017**
- **Celebrates bicycling as a clean, fun, and healthy way to get to work**
- **Participation goal set**



# Support for Cyclists

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- **Cycling classes**
- **Bicycling to work guides (pamphlets)**
- **86 pit stops throughout region**
- **Guaranteed Ride Home**
- **Commuter Convoys**

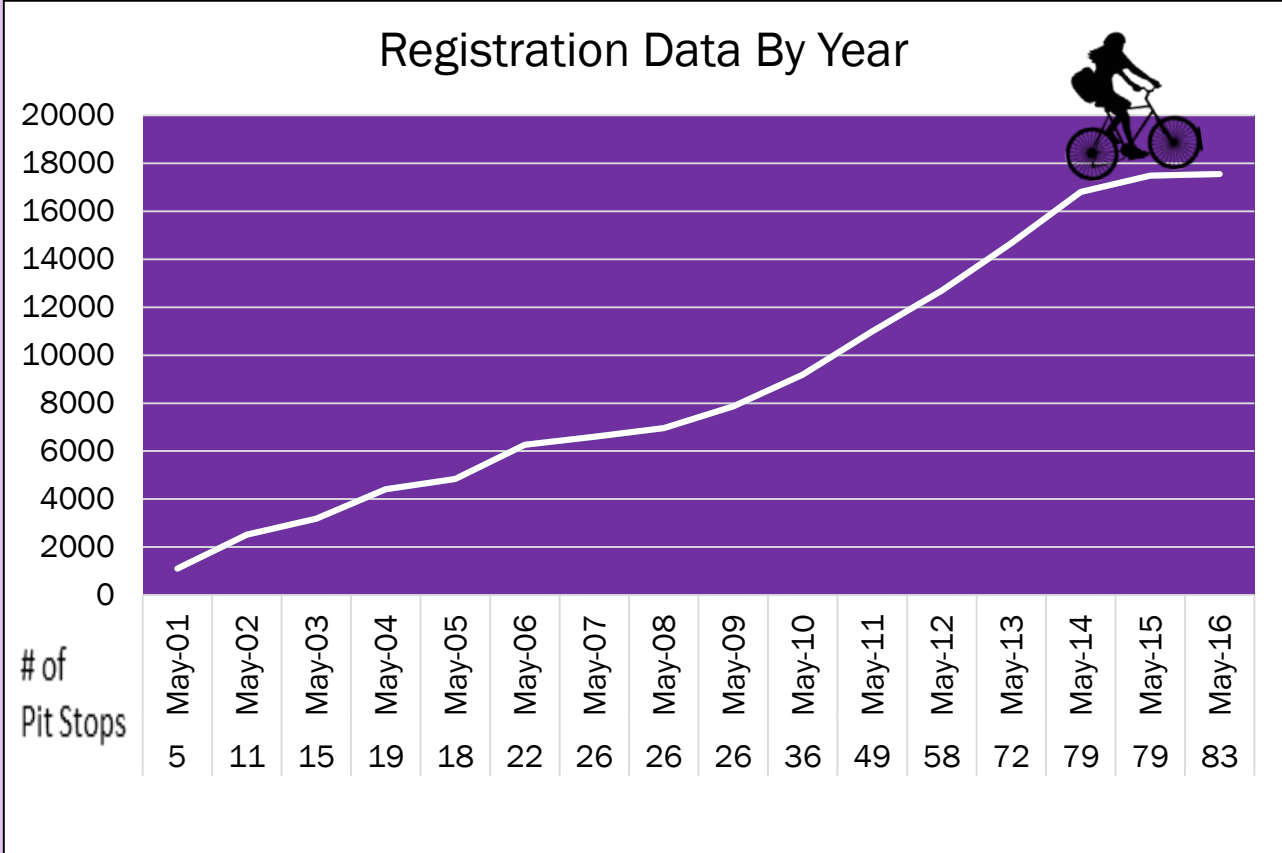


# Event Freebies

- **Food & prizes**
- **Bike maps and literature**
- **Bicycle raffles**
- **Bicycle Tune-Ups**
- **Free T-Shirts**



# Event Growth by Year



# Bike to Work Day

- Coincides with National Bike to Work week
- 17,500 registrants in 2015
- Goal for 2017 is 18,600
- Proclamation at April TPB meeting



# Employer Involvement

- **Business community support**
- **Reduced parking and improved employee health & fitness**
- **Employer sponsored pit stops**
- **Employer Challenge**



# Support for Bicyclists at Work

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- **Bicycles racks**
- **Bike lockers and cages**
- **Showers**
- **Personal gym lockers**
- **Bike subsidy**
- **Capital Bikeshare memberships**





# Bike to Work Day Survey

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- **Conducted every three years (2013)**
- **Online survey to all event participants**
- **Response rate of 29 percent**
- **Measures impacts of bicycle commuting before and after event**
- **Survey results used in TERM Analysis**
- **Preliminary Survey Results for 2016 event being reviewed (survey conducted Nov 2016)**



# Bike to Work Day 2013 Survey

## Age Breakdown

Age	Percent
18-24	3%
25-34	26%
35-44	22%
45-54	28%
55-64	17%
65 +	4%



# Bike to Work Day 2013 Survey

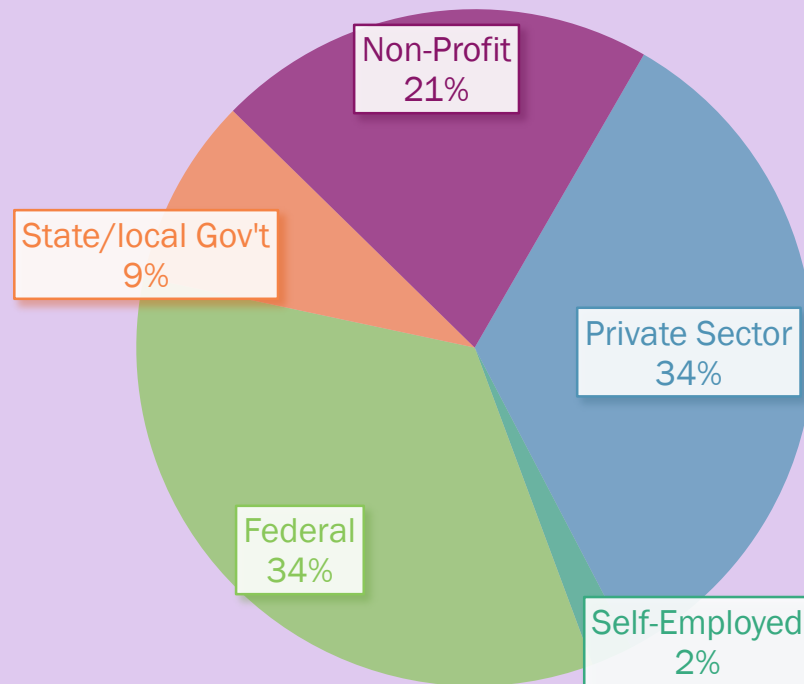
**Home and  
Work States**

State	Home	Work
District	28%	48%
Maryland	28%	21%
Virginia	44%	31%



# Bike to Work Day 2013 Survey

## Type of Employer



# Bike to Work Day 2013 Survey

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- **Prior to Bike to Work Day 17% of respondents never commuted by bicycle**
- **After Bike to Work Day**
  - **10% of respondents start bicycling to work 1.4 days/week**



# Rain Date Policy

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- **Bike to Work Day is a rain or shine regional event**
- **Pit stops are encouraged to have a contingency plan ready**
- **Pit stops however may determine to cancel their local pit stop event based on severe weather conditions.**



# Rain Date Policy Reasoning

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- **The ambiguity – what’s enough rain to postpone the event?**
- **What if it rains in one area of the region and not another?**
- **No guarantee it wouldn’t rain on rain date**
- **May send the wrong message that one cannot bike in the rain**



# VIP Invitations

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- **WABA to formally invite elected officials**
- **All TPB members on the list**
- **Officials asked to RSVP to the pit stop of their choice.**





# Website

**BIKE TO WORK DAY 2017  
FRIDAY MAY 19**

HOME   EMPLOYER RESOURCES   EVENT INFO   FIRST TIME RIDER INFO   REGISTER   SPONSORS

## Bike to Work Day

On Friday May 19, 2017 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 16,000 to register and attend a pit stop in D.C., MD, and VA to receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**2017 Registration Now Open**

### Pit Stops

Over 85 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.  
[Read More...](#)

### Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on 2017. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.  
[Read More...](#)

### Event Poster

Download a PDF of the new Bike to Work

### Find a Ride Buddy

Use the Washington Area Bike Forum to find

### Increase Cycling Skills

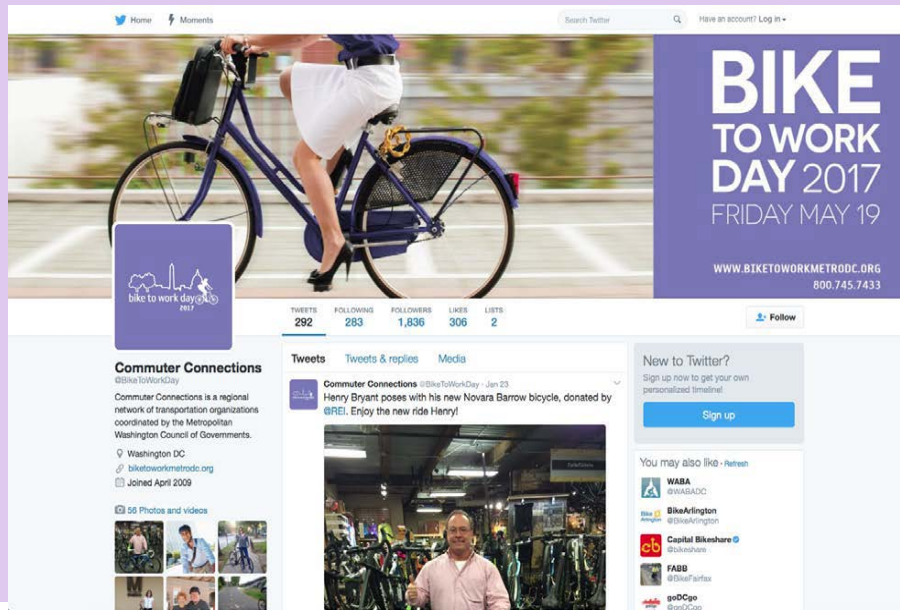
WABA's adult bicyclist education

### Sponsors

**GO Alex**



# Social Media



# Posters and Rack Cards

Pre-register by May 12 for Free T-Shirt\* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
\*T-Shirts available at pit stops to first 16,000 who register.  
Over 85 pit stops throughout D.C., Maryland, and Virginia!

**BIKE TO WORK DAY 2017**  
FRIDAY MAY 19

**BIKETOWORKMETRODC.ORG**  
for free registration  
or call 800.745.7433

**#BTWD2017**

bike to work day 2017

Bike to Work Day is also funded by DC, MD, VA and U.S. Departments of Transportation.

**BIKE TO WORK DAY 2017**  
FRIDAY MAY 19

Register free at  
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**COMMUTER CONNECTIONS**

WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle

ICF

GO Alex

Bike Arlington

BICYCLE SPACE

California TORTILLA

Allegra ALLERGY

DC BIKE RIDE

THE JBG COMPANIES

Marriott

AASHIO

FAIR LAKES

CRYSTALride

Giant

AAA

BIKES@VIENNA

KIMPTON hotels & restaurants

BIKES@VIENNA

goDCgo

BROMPTON

Arlington Transportation Partners

GREEN GEAR

pcw

ORTLIEB

GENERAL DYNAMICS Information Technology

SARIS

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for free registration  
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**#BTWD2017**

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

Printed on recycled paper

# T-Shirts



# Banners

**BIKE TO WORK DAY 2017**  
**FRIDAY MAY 19**

**ARLINGTON – SHIRLINGTON**

Shirlington Library  
4200 Campbell Ave  
6:30 am to 9:00 am

Register at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
or call 800.745.7433

**COMMUTER CONNECTIONS** | **WASHINGTON AREA BICYCLIST ASSOCIATION** | *Takoma Bicycle* | **ICF** | **Allegra ALLERGY**

**Bike Arlington** | **BICYCLE SPACE** | **California TORTILLA** | **DC BIKE LAWYERS.COM** | **GO Alex** | **Marriott**

bike to work day 2017



# Banners

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bike to work day 2017

Silhouettes of cyclists in green, yellow, red, and blue riding on a path with arches below.



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[mwkog.org/tpb](http://mwkog.org/tpb)

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National Capital Region  
Transportation Planning Board

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK