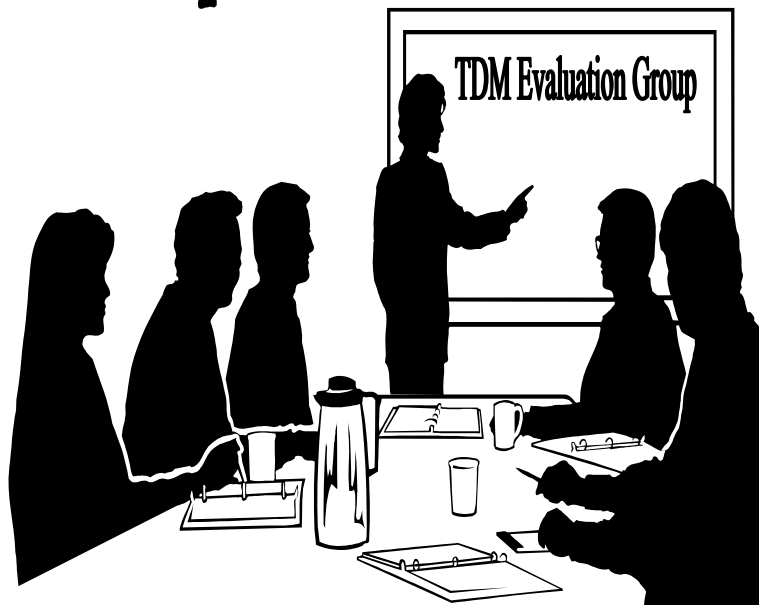


HANDOUTS

from previous meeting



January 15, 2008

ITEM #2

Initial Results from 2007 Bike to Work Day Survey January 15, 2008

Overview

Survey was designed to assess incidence in bicycle commuting before and after BTW Day among 2007 event participants

BTW Day survey conducted via the internet

- Commuter Connections sent email request on November 6 to about 6,600 BTW Day participants
- Email reminder was sent one week later
- Received completed surveys from 2,411 participants
- 37% response rate

Analysis

- Assess the experience of the participants with the Bike-to-Work Day event
- Assess participants' use of bike for commute travel before and after the event
- Estimate trip reduction from BTW Day participants for TERM Analysis.

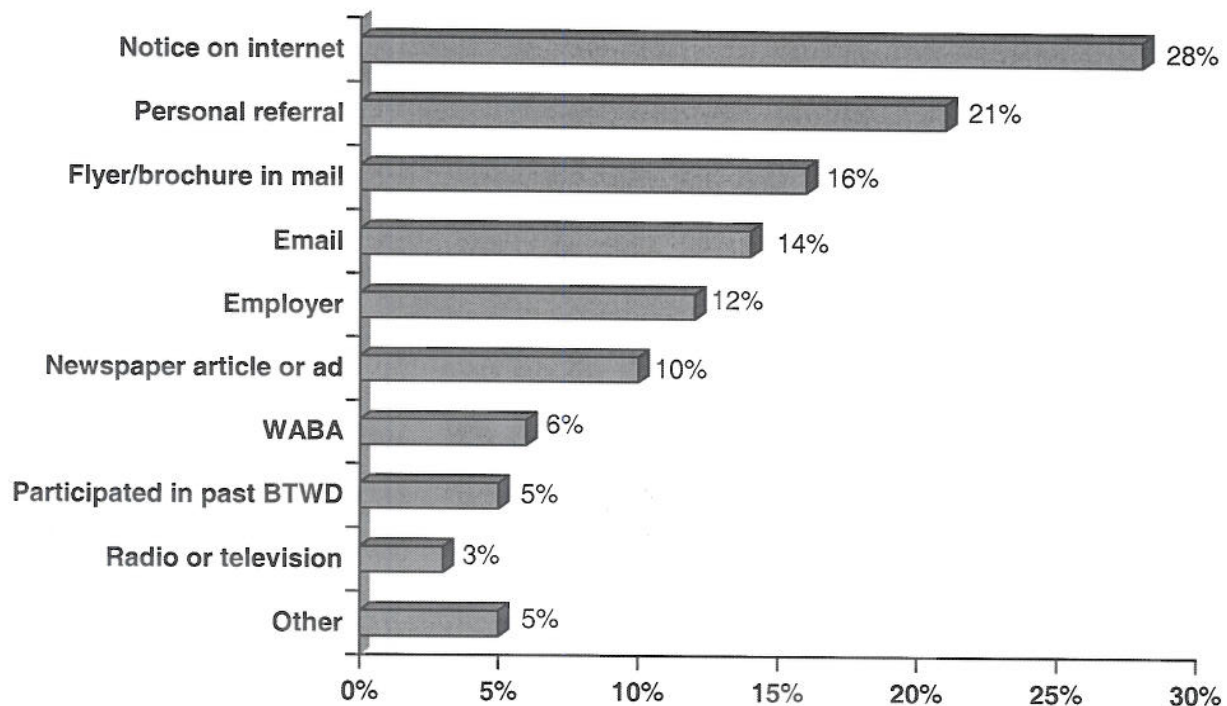
Overall Findings

- 2007 was the first BTW Day event for 36% of participants.
- Most common BTW Day information sources were internet and referrals.
- 79% of participants rode to work before BTW Day; 89% rode to work in the summer after BTW Day, 78% were still riding during the late fall (November).
- 10% of participants started riding to work after the event and 12% started riding more often.
- Average frequency of bike commuting before and after BTW Day was about the same – 2.5 days/week before and 2.6 days per week after. Average late fall frequency dropped to 2.3 days per week.
- 76% of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.

HIGHLIGHTS OF ANALYSIS RESULTS

Source of Information on 2007 BTW Day

- Most common sources of BTW Day information were the internet (28%), personal referral from a family member, co-worker, or friend (21%), flyer or brochure received in the mail (16%), email (14%), employer (12%), or through a newspaper article or ad (10%).



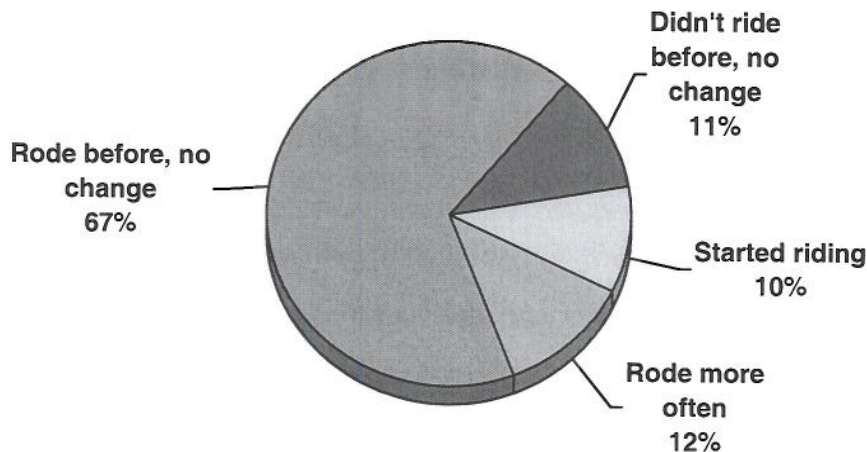
Past Participation in BTW Days

- 36% said this was their first BTW Day event, a considerable drop from the results of the 2004 BTW Day survey, in which 48% reported that year as their first event.
- Previous participation
 - 53% participated in 2006 BTW Day
 - 39% participated in 2005
 - 32% participated in one or more events before 2005

Bike Commuting Before and After Participating in BTW Day

90% of participants rode to work after BTW Day. 10% of all participants started riding after BTW Day and 12% started riding more often.

- Before BTW Day
 - 79% of respondents commuted to work by bicycle before they participated in a BTW Day, about the same as in 2004 (77%).
- After BTW Day
 - 89% of respondents were biking to work, at least occasionally.
 - About one in ten (10%) started to bike to work after BTW Day and 12% started biking more often after BTW Day.
 - The majority of respondents (67%) said they were biking to work before BTW Day and continued to bike the same number of days per week after the event.
 - The remaining 11% said they did not bike to work before BTW Day and still did not bike to work after the event.



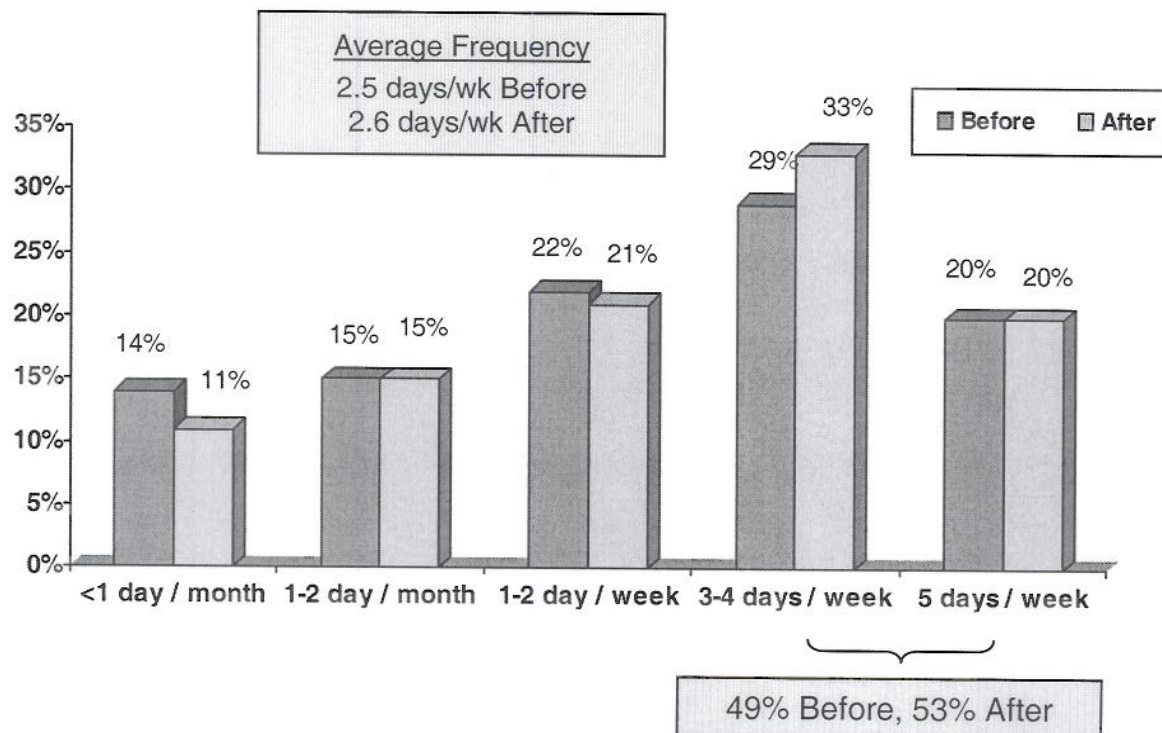
Bike Commuting During Late Fall After BTW Day

- 78% of respondents said they were still biking to work, either regularly (44%) or occasionally (34%), during the fall (November) after the event.
- The remaining 22% said they were not biking then.

Frequency of Bike Commuting Before and After BTW Day

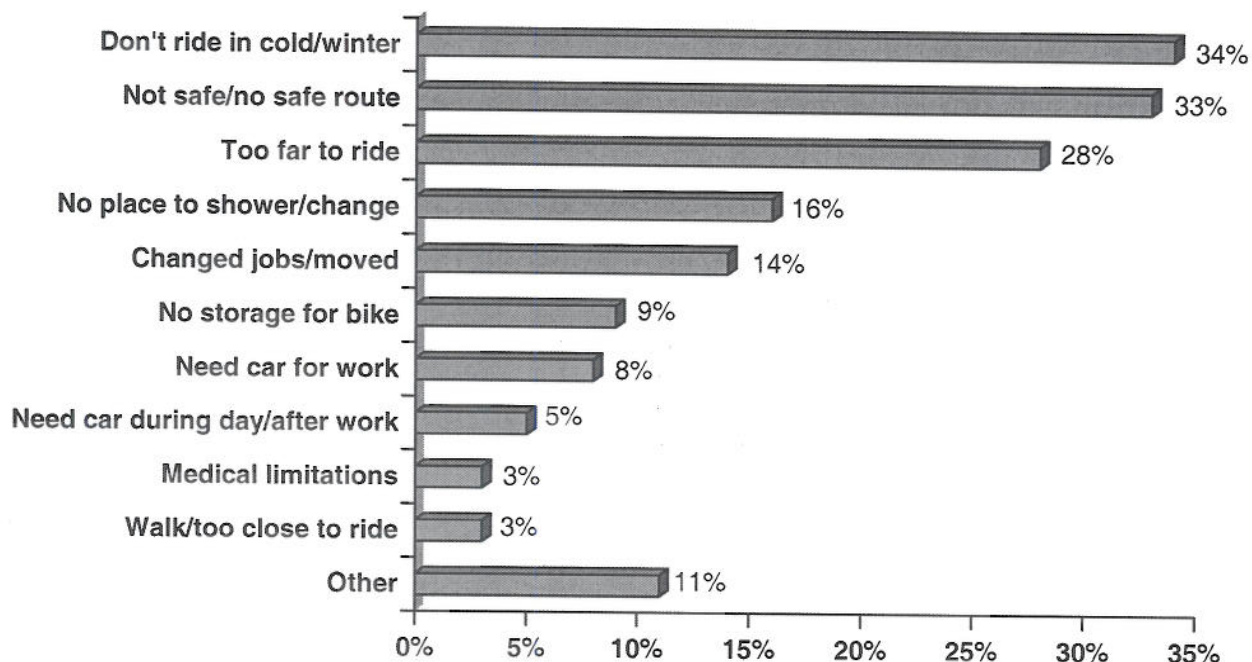
Riders who rode to work before BTW Day were likely to continue riding and to ride more frequently than did those who did not ride before BTW Day.

- Before – Respondents who biked to work before the event biked 2.5 days per week. Respondents who biked to work after BTW Day rode 2.6 days per week.
- After (Summer) – Respondents who were new riders rode less often (1.4 days per week) than did respondents who had been biking to work before BTW Day (2.7 days per week).
- After (Late Fall) – Respondents who commuted by bike during the fall/early winter used this mode an average of 2.3 times per week. New riders rode less often during the fall/winter (1.5 days per week) than did respondents who had been riding before BTW Day (2.4 days per week).
- Frequency Distribution Before and After BTW Day
 - Before – 49% of the respondents who biked to work rode 3 or more days per week before BTW Day. 51% rode “occasionally,” 2 days per week or less.
 - After (Summer) – 53% of respondents who biked rode three or more days per week.
 - After (Late Fall) – 57% of respondents who biked rode regularly



Why Participants Do Not Still Bike to Work

- The most common reasons for not riding in the early fall related to safety and comfort; don't ride in inclement or cold/winter weather (34%), do not feel safe riding or do not have a safe route (33%).
- 28% of respondents said their commute was too far to ride on a regular basis.
- Other common reasons: No place to shower or change after riding (16%) or because they had changed jobs or moved (14%).



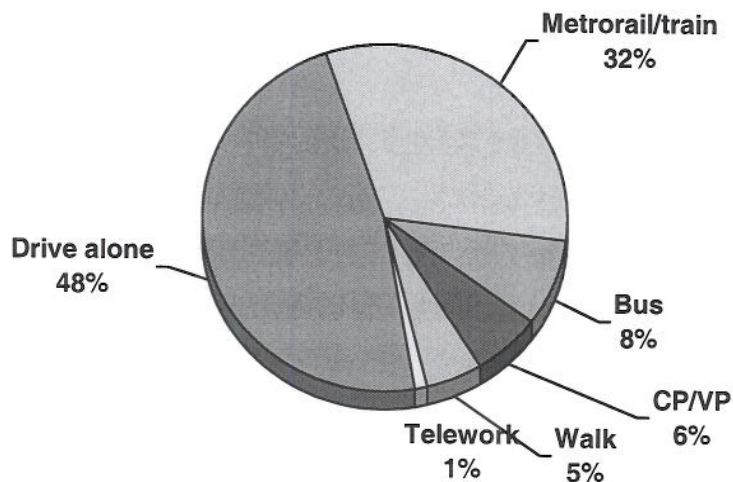
* Multiple responses permitted

Use of Bike for Non-work Trips After Participating in BTW Day

- 10% of respondents said they started to ride their bikes for non-work trips after they participated in BTW Day.
- 19% said they biked more often for non-work trips after BTW Day than they did before the event.
- 79% said they did not make any changes in their use of biking for non-work trips.

Commute Mode on Non-Bike Days

- 47% of respondents said they drive alone to work on days they do not bicycle.
- The remaining respondents said they use another commute alternative on non-bike days - 32% Metrorail/train, 8% bus, 6% CP/VP, 5% walk, and 1% primarily work at home (telework).

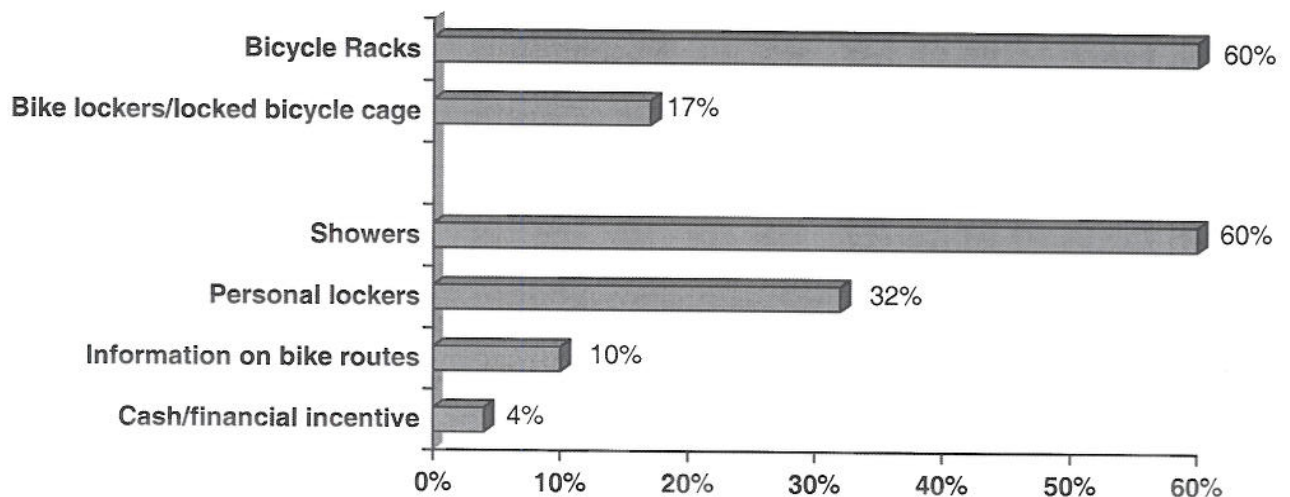


Travel Distance

- The average commute distance of respondents was 10.1 miles one way.
- About a quarter (26%) traveled fewer than five miles to work.
- Nearly six in ten (57%) traveled fewer than 10 miles.

BIKE COMMUTE ASSISTANCE OFFERED BY EMPLOYERS

- 76% of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- Bike storage
 - 60% said their employers provided bike racks
 - 17% said the employer offered a secure form of bicycle storage such as lockers or a locked bicycle cage or permitted employees to store their bicycles in their offices or workstations
- Other services
 - 60% said employers offered showers and 32% said employers provided personal lockers or a locker room (32%).
 - 10% said their employers offered bike route information and four percent said the employer provided a financial incentive for employees who bike.



* Multiple responses permitted