

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

TERM EVALUATION PROJECT

**2007 BIKE-TO-WORK DAY
SURVEY RESULTS**

July 15, 2008

**Prepared for:
Metropolitan Washington Council of Governments**

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SECTION 1 INTRODUCTION

PURPOSE OF THE SURVEY

This brief report presents results of a survey of commuters who participated in the 2007 regional Bike-to-Work Day event, held May 18, 2007. This survey was conducted by the Metropolitan Washington Council of Governments (COG) to identify the experience of the participants with the Bike-to-Work Day event and to assess participants' use of bike for commute travel before and after the event. The results of the survey described in this summary will be used in the July 2005 - June 2008 Transportation Emission Reduction Measure (TERM) evaluation of the Mass Marketing TERM.

SURVEY METHODOLOGY

The survey presented in this report was conducted by COG in November 2007, with assistance from LDA Consulting and CIC Research, Inc. The questionnaire was the same as that used in the 2004 BTWD survey, with a few minor modifications to update the survey for 2007.

COG e-mailed copies of the survey to 6,600 commuters who had participated in the event. All event participants had registered through the Washington Area Bicyclist Association's web site, thus this email list included all event participants. The recipients were asked to complete the questionnaire and return it to COG by e-mail. A copy of the questionnaire is provided in Appendix A.

COG received 2,411 completed questionnaires, for a response rate of 37%.

SURVEY DATA COLLECTED

The following information was collected with the survey: source of information on Bike-to-Work (BTW) Day and participation in past BTW Day events, use of bike for commuting before BTW Day, use of bike for commuting after BTW Day, current bike use for commuting and non-commute trips, and demographics. Section 2 presents a summary of the results of these survey topics. Survey result percentages presented in the results tables show percentages of the number of respondents for the relevant questions, indicated as "n=___."

Highlights of 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 BTW Day (2.5 days/week) and after BTW Day (2.6 days/week) was about the same. 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.

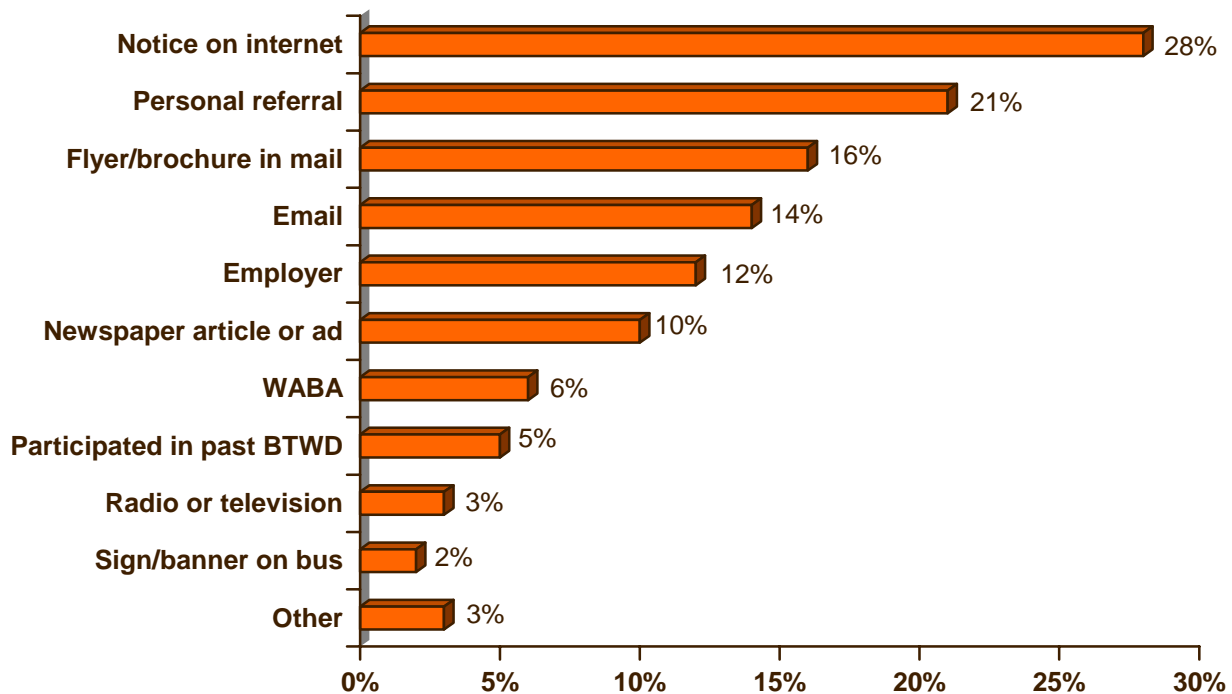
SECTION 2 SUMMARY OF RESULTS

2007 BIKE TO WORK DAY PARTICIPATION

Source of Information on 2007 BTW Day (Figure 1)

- The most common source of information about BTW Day was a notice on the internet, noted by 28% of respondents. About one in five respondents said they learned of BTW Day through a personal referral from a family member, co-worker, or friend.
- Other common sources noted by 10% or more respondents included: from a flyer or brochure they received in the mail (16%), through an email (14%), from their employer (12%), or through a newspaper article or advertisement (10%).
- About one in twenty said they heard about BTW Day from the Washington Area Bicyclists Association (WABA) (6%) and five percent said they had participated in a past BTW Day event.
- Small percentages reported other sources of information on BTW Day.

Figure 1
Sources of Information About Bike to Work Day Event
(n=1,132)



Past Participation in BTW Days (Table 1)

- Just over a third (36%) said this was their first BTW Day event. This was a considerable drop from the results of the 2004 BTW Day survey, in which 48% reported that year as their first event.
- 64% said they had participated in a BTW Day before 2007.
- About half (53%) of the respondents said they also participated in the 2006 BTW Day and about four in ten (39%) participated in 2005. A third (32%) participated in an event before 2005.

Table 1
Past BTW Day Events Attended
(n=2,401)

Other BTW Days	Percentage*
2006	53%
2005	39%
Before 2005	32%

* Multiple responses permitted

BIKE COMMUTING BEFORE AND AFTER BIKE TO WORK DAY**Bike Commuting Before Participating in BTW Day**

- More than three-quarters (79%) of respondents said they commuted to work by bicycle before they participated in a BTW Day. This was about the same as the percentage (77%) who said in 2004 that they commuted by bicycle before BTW Day.
- The remaining 21% of survey respondents said they did not commute by bike before they participated in a BTW Day event.

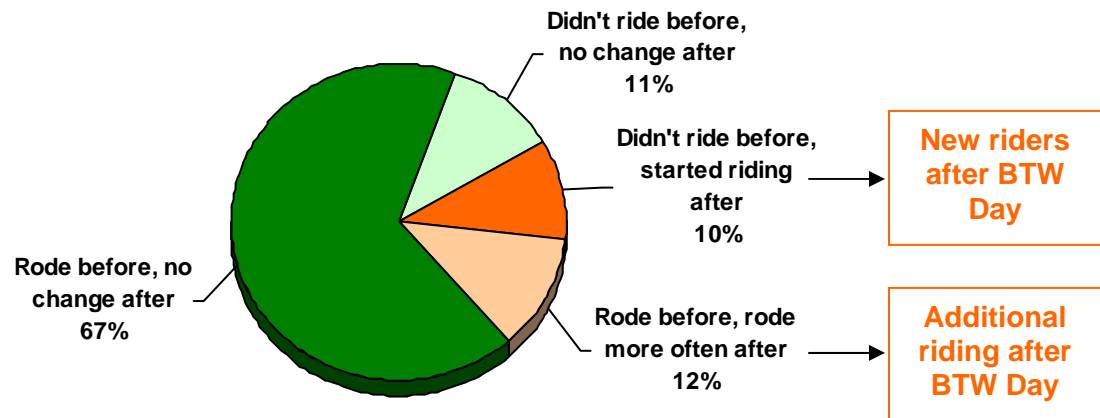
Bike Commuting After Participating in BTW Day (Figure 2)

- After BTW Day, 89% of respondents were biking to work, at least occasionally.
- Figure 2 shows the breakdown of bike commute changes after BTW Day. About one in ten (10%) respondents said they did not commute by bike before they participated in the event, but started to bike to work after BTW Day.
- About 12% said they were biking to work before, but 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.

Figure 2

Changes in Bike Commuting After BTW Day

(n=2,411)

Still Bike to Work – Late Fall After BTW Day

- More than three-quarters (78%) of respondents said they were still biking to work during the late fall (November) after the 2007 BTW Day event. This was a drop-off from the 89% of respondents who rode during the summer and early fall.
- The remaining 22% said they were not biking to work.

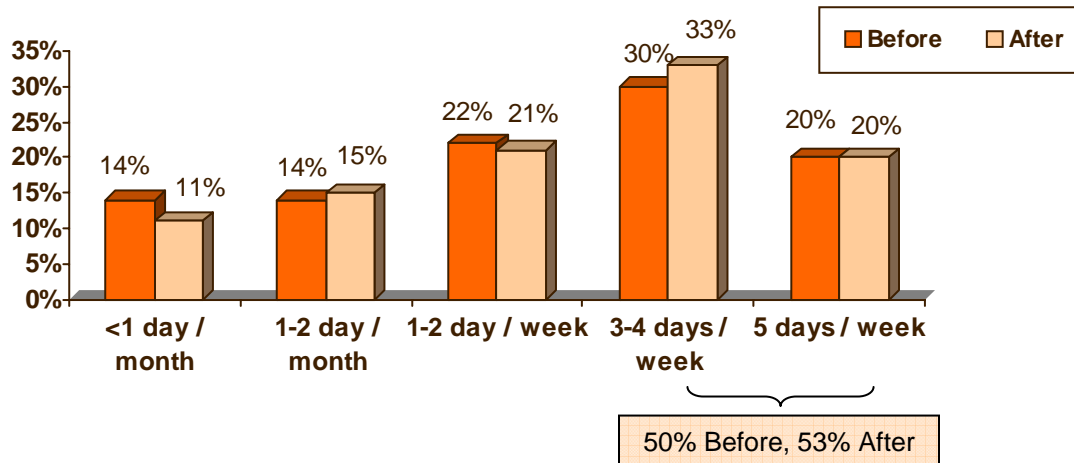
Frequency of Bike Commuting Before and After Participating in BTW DayBefore BTW Day (Figure 3)

- Respondents who said they biked to work before the event biked 2.5 days per week.
- Half (50%) of these respondents said they biked 3 or more days per week. About one in five (20%) respondents commuted by bike full-time (five days per week). Another 30% said they biked to work three or four days per week.
- The remaining respondents said they were “occasional” bike commuters before BTW Day; 22% rode to work one or two days per week and 28% said they rode to work less than one day per week.

After BTW Day – Summer and Early Fall (Figure 3)

- Respondents who said they biked to work in the summer and early fall after BTW Day rode an average of 2.6 days per week. This was a slight increase over the average 2.5 days per week frequency before BTW Day.
- After BTW Day, more than half (53%) rode three or more days per week.
- Respondents who were new riders rode less frequently after BTW Day (1.4 days per week) than did respondents who had been biking to work before BTW Day (2.7 days per week).

Figure 3
Frequency of Bike Commuting Before and After BTW Day Events
 (n=2,362)



After BTW Day – Late Fall (Table 2)

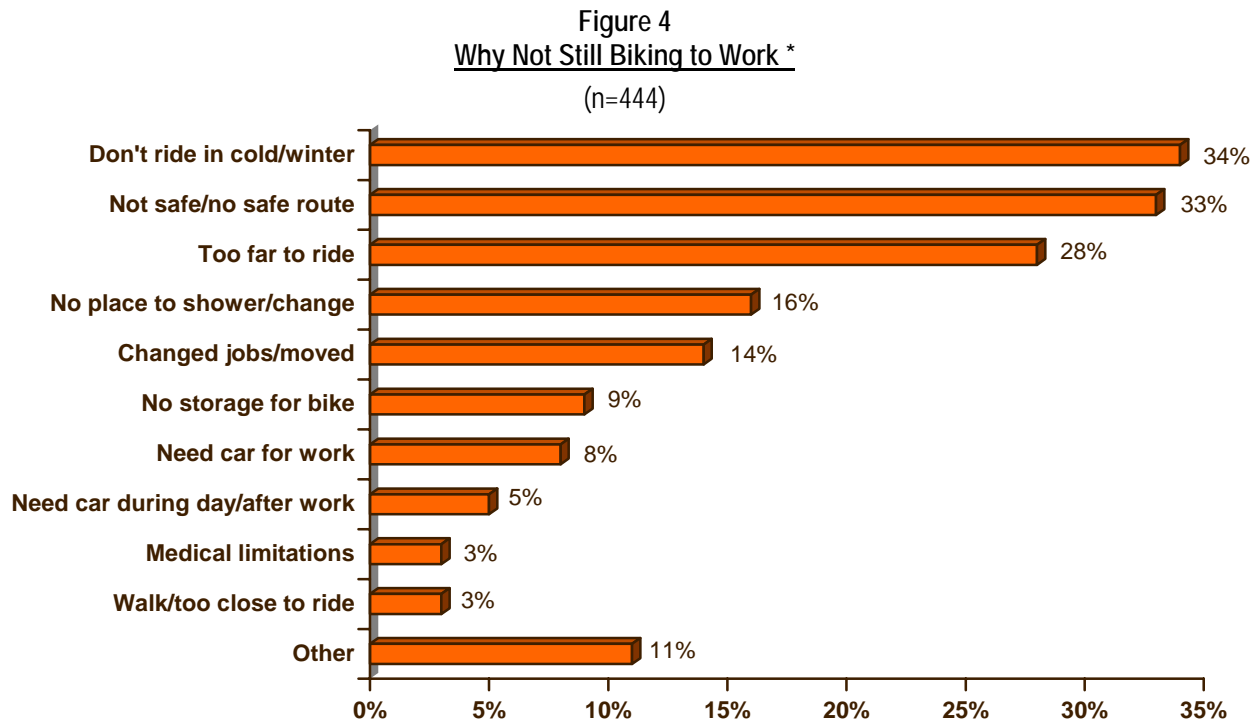
- Nearly half (47%) of respondents who continued to ride in the late fall after BTW Day rode three or more days per week. They rode to work an average of 2.3 times per week.
- Respondents who were new riders after BTW Day rode less often during the late fall (1.5 days per week) than did respondents who had been riding before BTW Day (2.4 days per week).
- Table 2 summarizes the bike to work frequencies during the three time periods examined by the survey.

Table 2
Riding Frequency – Summary by Time Period
Before BTW Day, Summer After BTW Day, Late Fall After BTW Day

Bike to Work	Before BTWD (n=1,854)	Summer After BTWD (n=2,080)	Late Fall After BTWD (n=1,827)
Bike regularly (3+ days/week)	50%	53%	47%
Bike occasionally (less than 3 days/week)	50%	47%	53%
Average days per week riding			
All riders	2.5	2.6	2.3
Riders before BTW Day	2.5	2.7	2.4
New riders after BTW Day	N/A	1.4	1.5

Why Participants Do Not Still Bike to Work (Figure 4)

- Respondents who said they were riding during the summer/early fall, but had stopped riding at the time of the survey were asked why they stopped riding. The most common reasons were that they did not want to ride in inclement or cold/winter weather (34%) or that they did not feel safe riding or did not have a safe route (33%). Another quarter (28%) of respondents said their commute was too far to ride on a regular basis.



* Multiple responses permitted

- Other common reasons cited were that the respondents did not have a place to shower or change after riding (16%) or because they had changed jobs or moved (14%). Presumably this resulted in the commute no longer being appropriate for bicycling.
- Finally, about one in ten respondents said they had no place to store the bicycle at work (9%) or that they needed a car for work (8%).

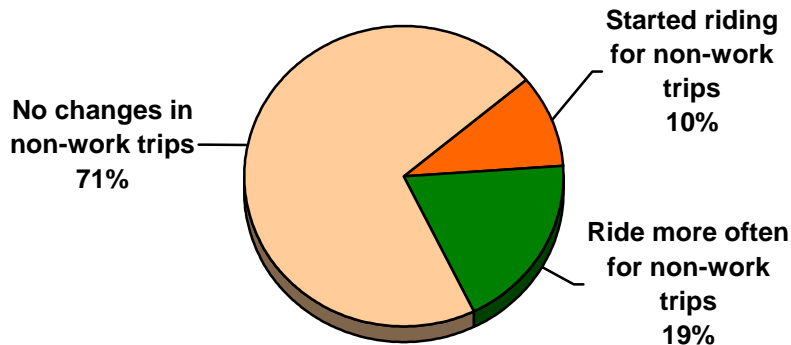
Use of Bike for Non-work Trips After Participating in BTW Day (Figure 5)

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

Figure 5

Start or Increase Use of Bike for Commuting After BTW Day

(n=2,397)

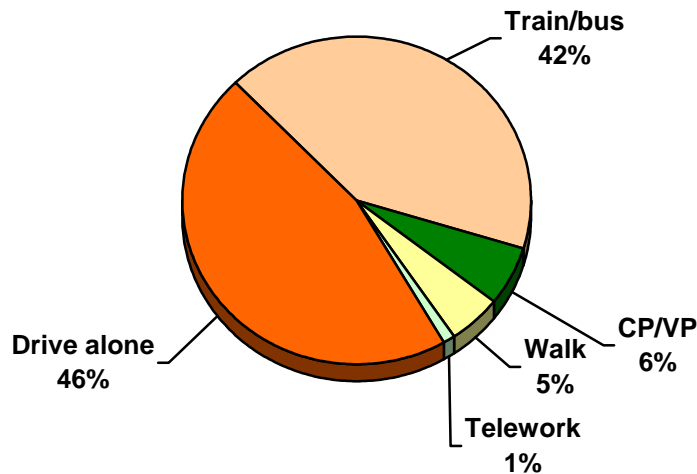


OTHER COMMUTE INFORMATION

Commute Mode on Non-Bike Days (Figure 6)

- All respondents who biked after BTW Day, even if only occasionally, were asked how they traveled to work on non-bicycle days. Nearly half (46%) 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. About four in ten (42%) used a bus or train, six percent carpool or vanpool, five percent walk and one percent primarily work at home (telework).

Figure 6
Non-Bike Days Commute Modes – Respondents who Biked After BTW Day
 (n=2,075)



Travel Distance (Table 3)

- 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.

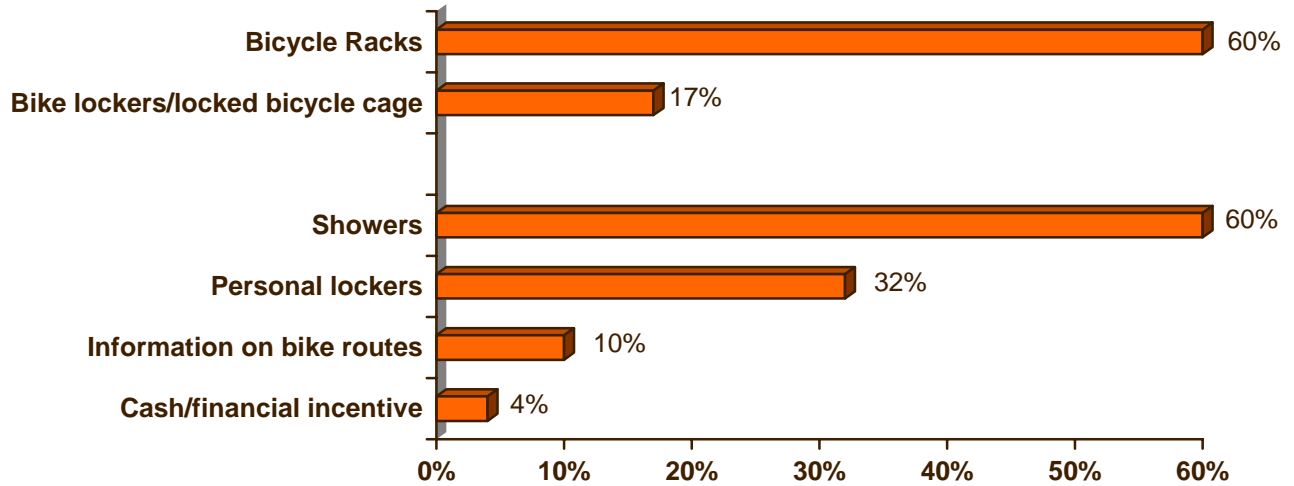
Table 3
Commute Distance
(n=2,362)

Commute Distance	Percentage	Cumulative Percentage
Less than 2 miles	6%	6%
2 – 4.9 miles	20%	26%
5 – 9.9 miles	31%	57%
10 – 15 miles	26%	83%
More than 15 miles	17%	100%
Average distance	10.1 miles	

BIKE COMMUTE ASSISTANCE OFFERED BY EMPLOYERSCommute Assistance Services (Figure 7)

- A sizeable majority (76%) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- Six in ten said their employers provided bike racks and 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.
- More than half of the respondents also noted that their employers offered personal convenience services including showers (60%) and personal lockers or a locker room (32%).
- One in ten respondents said their employers offered bike route information and four percent said the employer provided a financial incentive for employees who bike.

Figure 7
Bicycle Commute Assistance Services Offered *
(n=2,411)



* Multiple responses permitted

Requested "Biking to Work in the Washington Area Guide"

- About 13% respondents said they had requested a copy of the bicycling guide produced by Com-muter Connections, "Biking to Work in the Washington Area Guide." The remaining 87% said they had not requested the guide.

APPENDIX A – SURVEY QUESTIONNAIRE

Bike-to-Work Day Survey - 2007

The Metropolitan Washington Council of Governments and the Washington Area Bicyclist Association are conducting this survey to learn about the commute travel of participants in recent Bike-to-Work Day events held in the Washington DC metropolitan region. Please take a few minutes to answer and submit this brief questionnaire. If you have questions, call us at (800) 745-RIDE. Thanks for your help.

1. How did you hear about the 2007 Bike-to-Work Day?
 - Received a flyer/brochure
 - Saw a newspaper article or advertisement
 - My employer/boss told me
 - Family member, co-worker, or friend told me
 - Heard it on the radio or television
 - Saw sign or banner on bus
 - Saw notice on the internet
 - Other _____

2. Was 2007 the first year you participated in the Bike-to-Work Day event?
 - Yes
 - No, I also participated in (check all that apply):
 - 2006
 - 2005
 - Event before 2005

3. Did you ever commute to work by bicycle **before** you participated in a Bike-to-Work Day event?
 - Yes
 - No (Skip to Question 5)

4. On average, how often did you ride your bicycle to work **before** your participation in a Bike-to-Work Day event?
 - 5 days per week
 - 3-4 days per week
 - 1-2 days per week
 - 1-3 days per month
 - Less than 1 day per month
 - Other _____

5. **After** you participated in a Bike-to-Work Day event, did you change how often you rode your bicycle to work? Did you ... start riding your bicycle to work, start riding to work more often, or not change how often you rode your bicycle to work? (Please check only one box)
 - Started to ride to work
 - Started to ride to work more often
 - Didn't make any change in how often I rode to work (Skip to Question 7)

6. On average, how often did you ride your bicycle to work **after** your participation in a Bike-to-Work Day event?
- 5 days per week
 - 3-4 days per week
 - 1-2 days per week
 - 1-3 days per month
 - Less than 1 day per month
 - Other _____
7. Do you still bicycle to work, either regularly or occasionally?
- Yes, still ride to work regularly (Skip to Question 9)
 - Yes, still ride to work at least occasionally (Skip to Question 9)
 - No, do not ride anymore
8. Why do you not ride your bicycle to work? (check all that apply)
- Don't feel safe/no safe route
 - Don't like to ride in winter/cold weather
 - Need my car for work
 - Too far to ride on a regular basis
 - Changed jobs/moved
 - No place to shower or change after riding
 - No place to store my bicycle
 - Other _____
9. On days you do not ride your bicycle, how do you usually commute to work? (If you use more than one method, check the one you use MOST OFTEN)
- Drive alone
 - Carpool
 - Vanpool
 - Walk
 - Metrorail
 - Ride a bus
 - Telecommute / telework
 - Commuter train (MARC, VRE, AMTRAK)
 - Other _____
10. How many miles do you travel from home to work (one-way)? _____ miles

11. After you participated in Bike-to-Work Day, did you start riding your bicycle for NON-WORK trips, (for example, for errands or shopping) or start riding your bicycle more often for these trips? (Please check only one box)

- Yes, started to ride for non-work trips
 Yes, started to ride more often for non-work trips
 No, did not change how often I ride for non-work trips

12. Does your employer offer any of the following commute assistance information or services to employees who bike to work? Check all that apply

- No, my employer does not offer any of these services (**DO NOT ALLOW MULTIPLES WITH THIS RESPONSE**)
- Information on bicycle routes
 Bicycle racks
 Bicycle lockers, locked bike cage
 Personal lockers, locker room
 Showers on-site
 Cash or other financial benefits for employees who bicycle to work
 Other, please describe _____

13. Have you ever requested a copy of the Commuter Connections pamphlet “Biking to Work in the Washington Area Guide” from MWCOG?

- Yes No

14. In what zip code is your home? _____

15. In what zip code is your workplace? _____

16. If you have any suggestions for how we could improve Bike-to-Work Day, please provide them below.

Thank you for completing this questionnaire. Your responses will be confidential. Please click on the “Submit” button below.

BIKE TO WORK DAY IN 2008 WILL BE HELD ON MAY 16TH. PLEASE VISIT THE WEBSITE OF THE WASHINGTON AREA Bicyclist ASSOCIATION, WWW.WABA.ORG.