

Abstract #: 173

Author Name: Frank Gallivan

Author Company: ICF International

Second Author's Name: Leslie Laura, Metropolitan Transportation Commission

Abstract Title: Bay Area Bike to Work Day: promoting transportation behavior change

Abstract Text:

Bike to Work Day (BTWD) is an annual event funded by the Metropolitan Transportation Commission (MTC). Approximately 66,000 people participated in BTWD 2014 based on counts of bicyclists stopping at and passing the event's Energizer Stations. MTC evaluated BTWD activities in order to quantify their impact on behavior change and carbon emissions. Evaluation data was collected through two surveys of BTWD participants: an intercept survey on the event day and a follow-up web and phone survey three months later. The evaluation shows that BTWD has measurable impacts on biking activity and GHG emissions on both the day of the event and for the months following the event. Survey results indicated that four percent of event participants were new bike commuters. Moreover, 22 percent of participants would not have biked if it were not BTWD, resulting in 68 tons of GHG emissions reduced from avoided car trips on BTWD 2014. In the three months following BTWD, about one-third of new bicyclists continued biking to work and planned to continue biking to work for the remainder of the year. Overall, BTWD increased rates of biking for both new and experienced cyclists. In the three months following the event, sustained behavior change due to BTWD reduced GHG emissions by between 217 tons (if benefits are limited to commute travel) and 434 tons (if we assume benefits to non-work travel as well). If behavior change is sustained for a period of one year, reductions from work and non-work biking trips could be as high as 1,718 tons.