Bay Area Bike-to-Work Day: Promoting Transportation Behavior Change

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October 19, 2015
Background

- 43 of 51 largest cities host Bike to Work Day events
- Bay Area Bike to Work Day 2014 attracted ~66,000 participants
- MTC funding support: $150,000

Questions:
- What is the impact of BTWD on bicycling, VMT, emissions?
- On BTWD itself, and longer term?
Methodology

• Intercept survey at 50 energizer stations
  – Questions about regular bicycling frequency, effect of BTWD, default commute mode, trip distance
  – 1,417 valid responses

• Follow-up web and telephone survey
  – Questions about bicycling frequency, cycling changes since BTWD, role of BTWD
  – 669 valid responses (568 via web, 101 via phone)
Impacts on Bike to Work Day Itself

If Today Weren't Bike to Work Day, Would You Have Commuted by Bike Today?

- Yes: 78%
- No: 22%

How Would you Have Gotten to Work Today [if Today Were not BTWD]?

- Drive alone: 56%
- Transit: 26%
- Carpool/Vanpool: 9%
- Walking: 6%
- Taxi: 0%
- Other: 3%

1 day reduction of:
- 182,000 VMT
- 68 tons CO2
Long-Term Impacts

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of Respondents</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total people surveyed</td>
<td>669</td>
<td>100%</td>
</tr>
<tr>
<td>Respondents who have biked since June 1</td>
<td>608</td>
<td>91%</td>
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<tr>
<td>... who increased their bike trips per week by at least one trip since June 1</td>
<td>55</td>
<td>8.2%</td>
</tr>
<tr>
<td>... who said that BTWD was “very” or “somewhat” important in increasing the amount that they bike</td>
<td>26</td>
<td>3.9%</td>
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</tbody>
</table>

Annual reduction of
- 3.2 million VMT
- 1,187 tons CO2

- 1.2% of BTWD participants became new, regular cyclists
Conclusions

• BTWD is effective at motivating new and infrequent bicyclists

• Long-term impact on increasing bicycling frequency and reducing GHG emissions is small, but…
  – As annual event, cumulative growth should continue
  – Impact not insignificant in light of annual growth in bicycle commute mode share
  – BTWD likely helps to maintain bicycle mode share among regular cyclists
  – Bicycling brings significant co-benefits