



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

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## 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?



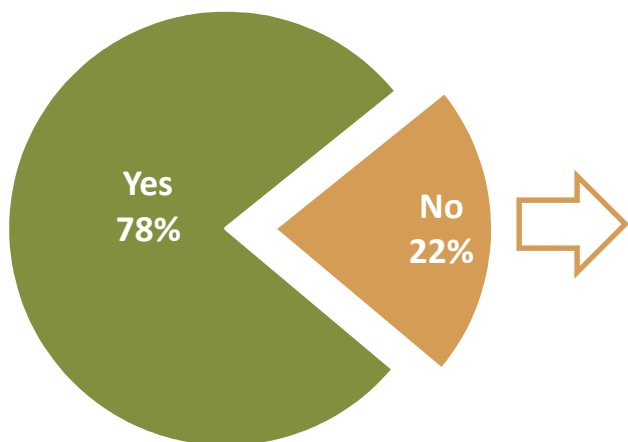
## Methodology

- 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)

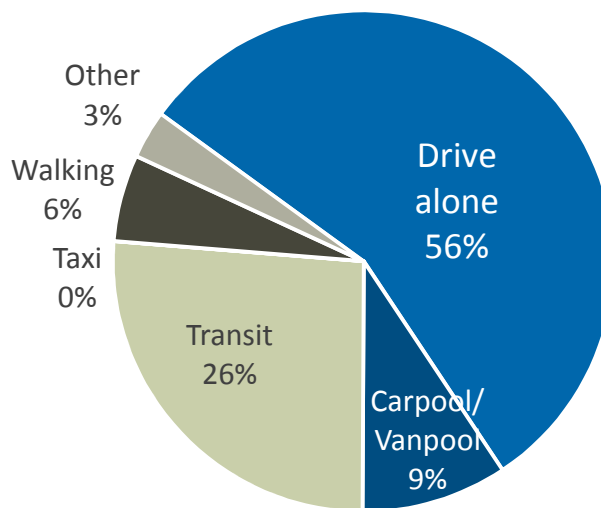


# Impacts on Bike to Work Day Itself

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



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



**1 day reduction of**

- **182,000 VMT**
- **68 tons CO2**

## Long-Term Impacts

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



### 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