

2025 BIKE TO WORK DAY PARTICIPANT SURVEY

Draft Report

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Introduction

Bike to Work Day is an annual event to celebrate and promote bicycling as a low-cost commuting option.



(Fairfax County via FFX Now)



(COG)

Purpose of Evaluation

- Bike to Work Day (BTWD) is evaluated as part of Commuter Connections' triennial TDM Evaluation.
- Even though special events like BTWD are typically short-term, the influence of events can be ongoing.
 - BTWD introduces commuters to a new travel option, with the goal that some will continue using the new mode after the event ends.
 - Thus, the BTWD survey included questions regarding participants' use of bicycling for commuting before and after the event, and their ongoing level of bicycle commuting.



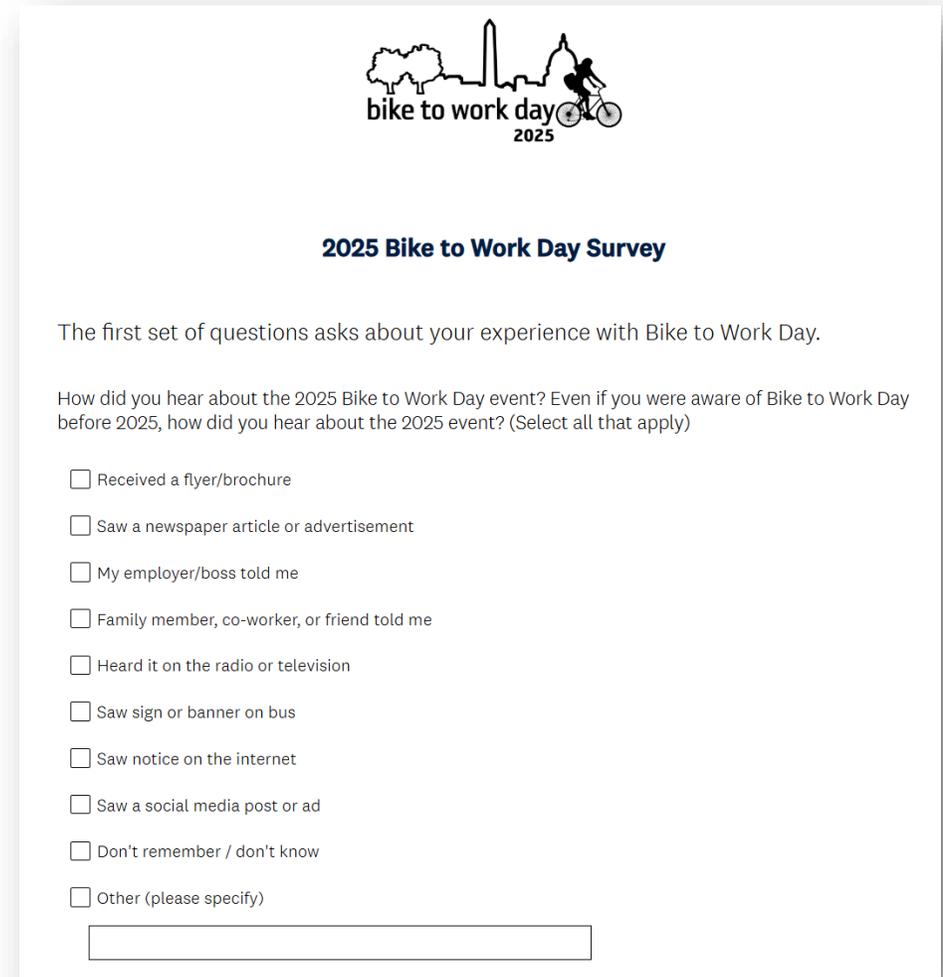
(MCDOT)



Methods

Survey

- The survey was distributed to participants of the 2025 Bike to Work Day and was open from November 1 to November 20, 2025.
- Invitations, including the SurveyMonkey link, were sent via email to all participants.





2025 Bike to Work Day Survey

The first set of questions asks about your experience with Bike to Work Day.

How did you hear about the 2025 Bike to Work Day event? Even if you were aware of Bike to Work Day before 2025, how did you hear about the 2025 event? (Select all that apply)

- 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
- Saw a social media post or ad
- Don't remember / don't know
- Other (please specify)

Results

Results

- 1,625 responses out of 12,223 emails delivered
- Survey response rate of 13.3%
- The survey collected information about the following:
 - Respondent demographics
 - Participation in past BTWD events and source of information on BTWD
 - Bike use for commuting before and after BTWD
 - Commute patterns on non-bike days
 - Bike commute assistance offered by employers
 - Bike use for non-commute trips
 - Feedback on the event



Characteristics of Sample

- Top five most common home ZIP codes of respondents:
 - 20002: Northeast DC (Capitol Hill, H Street Corridor, NoMa, and Trinidad)
 - 20009: Northwest DC (Adams Morgan, U Street Corridor, parts of Dupont/Logan Circle)
 - 22204: South Arlington (neighborhoods along the Columbia Pike corridor)
 - 20910: Downtown Silver Spring and surrounding neighborhoods
 - 22201: Central Arlington (Clarendon, Courthouse, Ballston, Ashton Heights)
- Most respondents were male (65%), higher-income (70% >\$100,000), and white non-Hispanic (81%)—continuing trends from previous years of the survey.
- **These findings point to opportunities to recruit more diverse riders for future Bike to Work Day events based on geography and demographics.**

Event Participation

Virginia saw the highest share of pit stop visits.

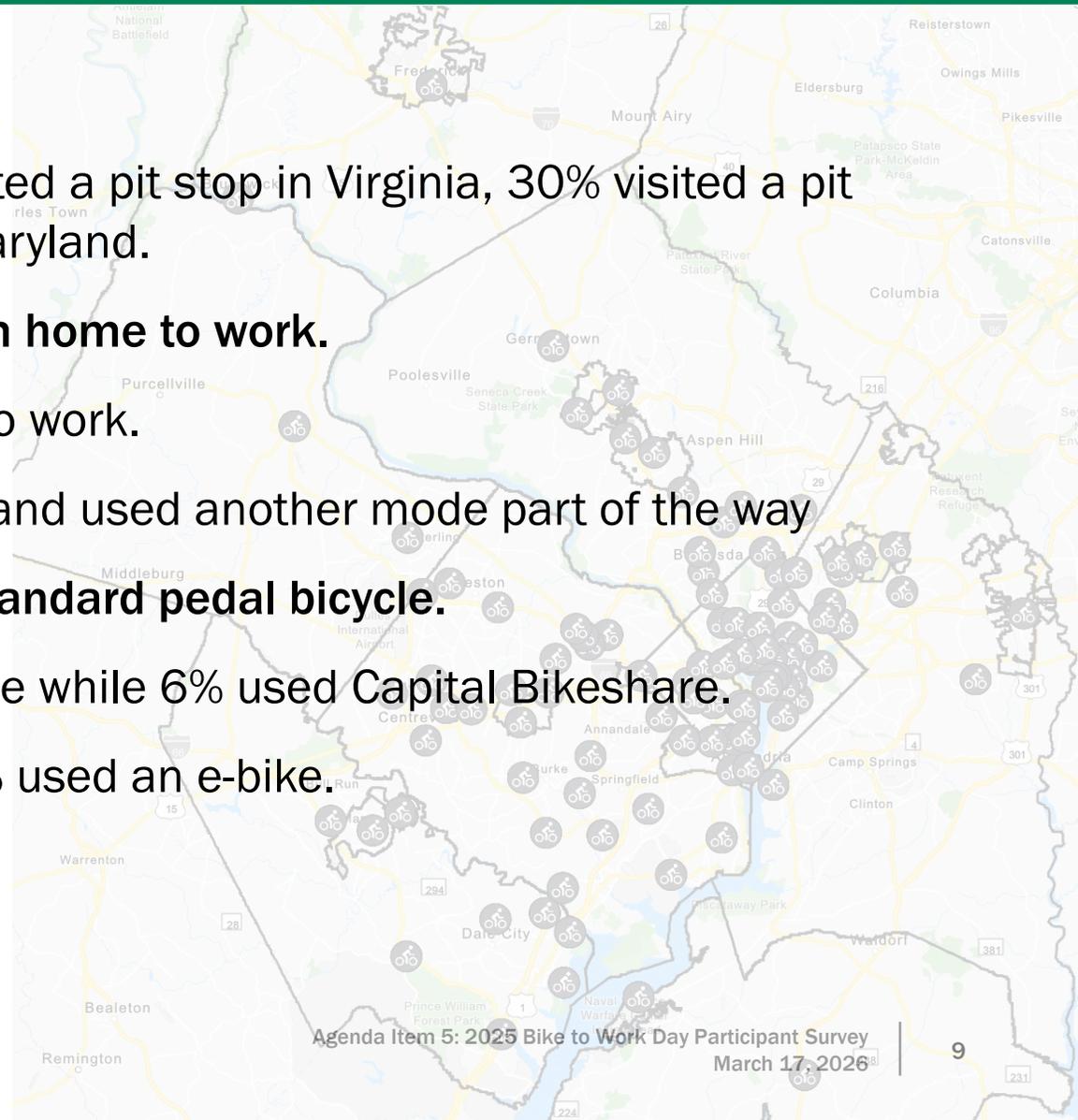
- 41% of participants indicated that they visited a pit stop in Virginia, 30% visited a pit stop in DC, and 24% visited a pit stop in Maryland.

Most participants (74%) biked the entire trip from home to work.

- 16% visited a pit stop and returned home to work.
- Around nine percent biked part of the way and used another mode part of the way

Most respondents used a personal bicycle and standard pedal bicycle.

- 93% of respondents used a personal bicycle while 6% used Capital Bikeshare.
- 86% used a standard pedal bike while 14% used an e-bike.

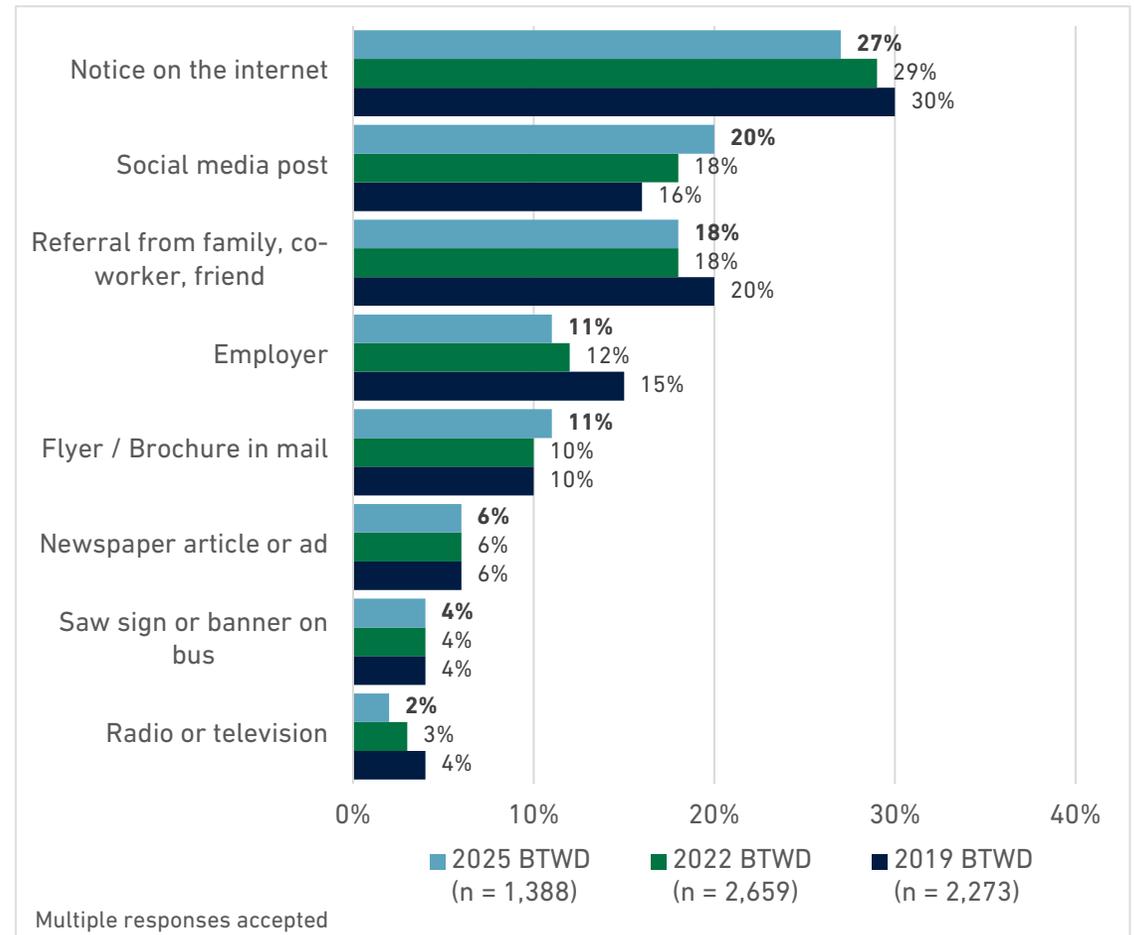


Sources of Event Information

Most respondents learned about the BTWD event online, through a social media post, or from family, a friend, or a coworker.

- Respondents reporting their employer as their source of BTWD information was much more common among participants who worked for a state or local agency compared to other employers.
- A higher share of new BTWD participants noted hearing about the event from their employer (19%) than did past participants (11%).

Sources of Information About Bike to Work Day Event



Measuring Impact of Bike to Work Day on Commutes

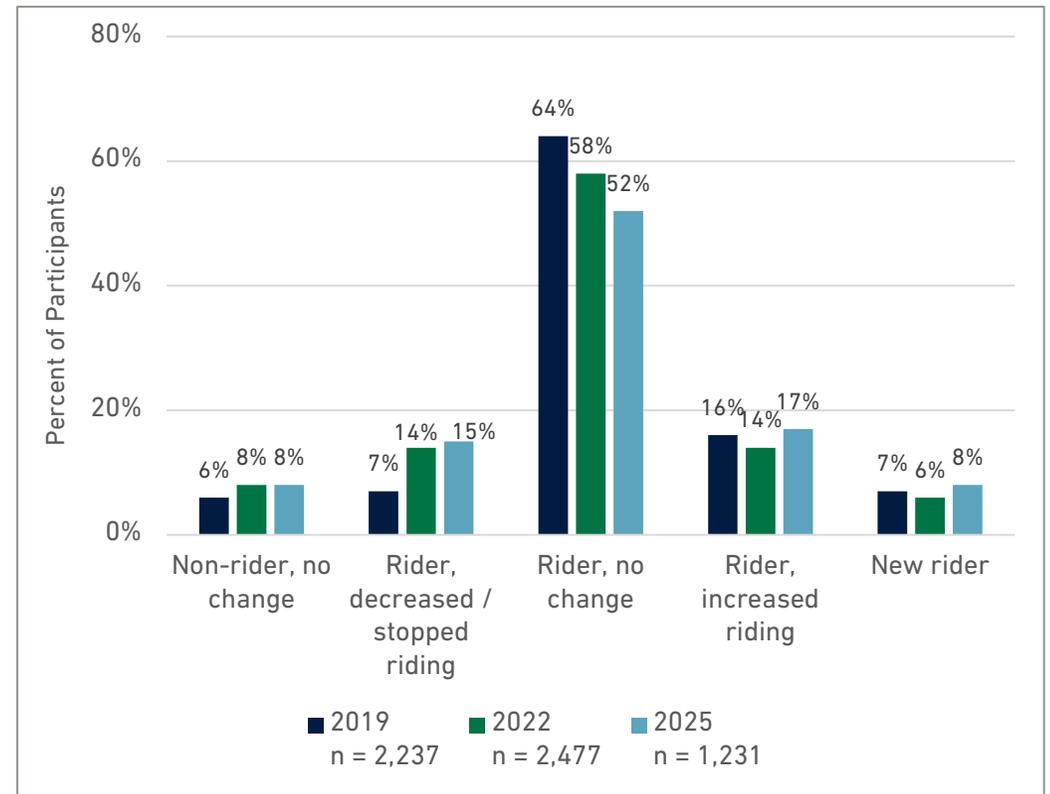
The survey asked about bicycle commute habits during three specific time periods:

Pre-BTWD	Before participating in Bike to Work Day for the first time, no matter what year it was
Summer 2025	May-September 2025, post-2025 Bike to Work Day
Fall/Winter 2025	Planned future bike commuting “over the next few months”

Summer Commuting Post-2025 BTWD

- Riders who did not bike to work pre-BTWD reported riding more frequently afterward.
 - These are “new riders” who made up 8% of the 2025 BTWD participants.
 - New riders biked an average of 1.3 days per week during the summer following BTWD.
- Over three-quarters of respondents maintained or increased their bicycle commuting in the summer after BTWD compared to before their first BTWD.
- Riders who biked to work pre-BTWD biked an average of 1.9 more days per week in the summer following BTWD.

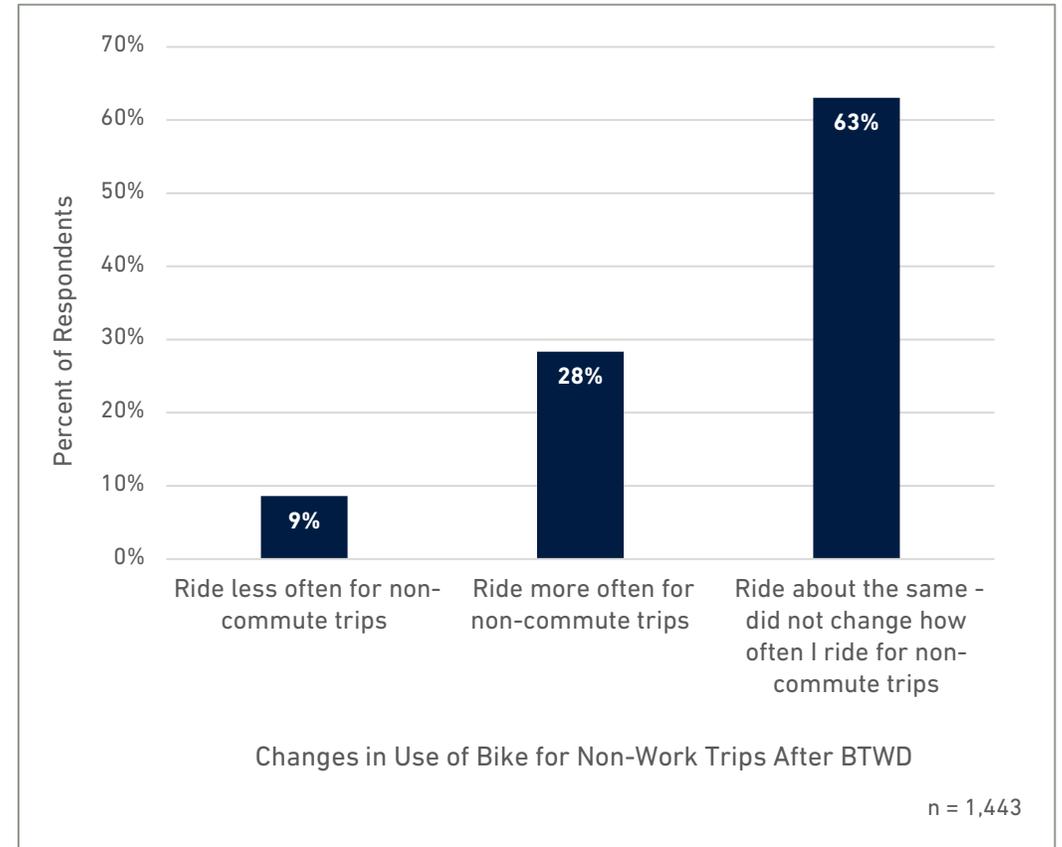
Changes in Bike Commuting from Before First BTWD to Summer 2019, 2022, and 2025 Post-BTWD



Impact of Bike to Work Day on Non-Commute Trips

- 28% of respondents reported increasing biking for non-commute trips after BTWD.
- 63% indicated that they did not change how often they rode for non-commute trips.

Share of Respondents by Whether Non-Commute Bike Travel Changed Post-BTWD



Barriers to and Incentives for Increased Riding

- **Q: What keeps you from biking to work more often?**
 - 50% said weather conditions are a barrier compared to just 29% in 2022.
 - 32% indicated their work from home schedule, a reduction from 53% in 2022 (mid-pandemic).
 - “Not enough safe bike travel options” cited by 26% of respondents in 2025 and 20% in 2022.
- **Q: What changes or improvements would make you more likely to choose biking as your mode of commuting more often? (new question for 2025 survey)**
 - Overwhelming majority (64%) cited protected or safer bike routes would increase their riding.
 - Improved traffic laws/enforcement was cited by 38%.
 - Public incentives for biking (like subsidies and rewards) was cited by 35% and employer incentives or support (like secure bike parking, showers/lockers, subsidies, gear, rewards) were cited by 32%.

Bike Commute Assistance

Most respondents reported their employers provide some type of commute assistance to biking employees.

- 81% of respondents in 2025 reported their employer offered commute assistance, similar to 83% in 2022.
- Common services cited include:
 - Bike racks and on-site showers (60% of respondents).
 - Showers on-site (59% of respondents).
 - Secure bike storage (48% of respondents).
 - Personal lockers or locker room access (37% of respondents).

Event Feedback

- An overwhelming majority of respondents are likely to participate again (92%) and to recommend the event to someone else (86%).
- Participants highly valued connecting with the bicycle community and taking part in event activities and benefits.
 - Many highlighted sharing the ride with other cyclists and promoting cycling as their favorite aspects of the event.
 - Other highlights included pit stop activities, the event t-shirt, and giveaway items.
- Participants made recommendations about pit stop scheduling, operations, and offerings.
 - Consistency and communication around pit stop opening/closing times.
 - Improved pit stop experience (e.g., reducing crowding, better info about where to park bikes).



Next Steps

Next Steps for BTWD Report

- Today: Review draft report
- March 31: Feedback on report due to COG staff (email docomments@mwkog.org)
- May 2026 Commuter Connections Subcommittee Meeting: Endorse report

Thank you!

Questions?

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