

**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
January 10, 2024**

1. Introductions

Steering Committee members, guests, and other attendees introduced themselves by name and affiliation.

2. Meeting Minutes Approval

Notes from the November 8, 2023 Bike to Work Day Steering Committee meeting were approved as written.

3. 2023 Event Report Update

A status update was provided regarding the Bike to Work Day 2023 Event Draft Report. The Bike to Work Day Steering Committee was presented with an initial draft report on September 13, 2023 and a revised draft was provided on November 8, 2023, based on edits taken during an open comment period. The event report was subsequently presented to the Commuter Connections Subcommittee at its November 21, 2023 meeting where an open comment period was established as well. The Commuter Connections Subcommittee will meet again on January 16, 2024 to review the final draft version and will be asked to endorse it for release. Once endorsed, the Bike to Work Day 2023 Event Final Report will be published onto the Commuter Connections website.

4. T-shirt Color Voting

The Steering Committee was presented with a range of four orange T-shirt color options during a live online poll. After discussion, a vote was taken and option C - Tangerine Dream, was the color that received the greatest number of votes. COG/TPB staff finalized a competitive procurement process for the 2024 event T-shirts and awarded the contract to the lowest bidder, which happened to be the same vendor as 2023. Due to environmental concerns, the vendor has been asked not to wrap the T-shirts in plastic. Lastly, the T-shirts ran small last year, consequently that was indicated on the pit stop manager online questionnaire, for pit stop managers to take into account when determining T-shirt size percentages.

5. Sponsor Drive

The 2024 Bike to Work Day regional sponsorship drive began in October 2023 and runs through the end of January 2024. To date, Commuter Connections has secured five regional cash sponsors for a grand total of \$14,750 toward the \$39,680 needed in funds to purchase 16,000 orange T-shirts. Sponsors include the American Association of State Highway and Transportation Officials, BikeArlington, bikes@vienna, City of Alexandria (GO Alex), and Fair Lakes League. Handy Bikes

and bikes@vienna are donating bicycles for the regional raffle.

6. Poster Concept Voting

Four potential poster concepts were presented to the Steering Committee for Bike to Work Day 2024. An online live poll was conducted, and the version identified as poster concept “C” received the greatest number of votes. The orange color of the winning T-shirt will be incorporated into the poster. Committee feedback was taken regarding modifications to the draft poster. Some notable changes included adding a second female bicyclist, bike rack, and to place more emphasis on free registration.

7. Pit Stop Manager Questionnaire

An online questionnaire for pit stop managers was emailed to the Steering Committee on December 4, 2023 with a due date of December 31, 2023; reminder messages were also sent. The primary objective of the questionnaire is to confirm whether pit stops are still on board to host a local Bike to Work Day event for 2024. Other key purposes of the questionnaire are to gain the most up to date contact and back-up contact information, shipping address for posters, desired T-shirt size percentages, and to gauge interest in volunteering.

8. New Pit Stops / Orientation Session

New pit stops are being added for 2024 within the District of Columbia, Maryland, and Virginia. Additionally, several pit stops are returning after multi-year sabbaticals. A required orientation session for new pit stop managers will take place on February 7, 2024. There are approximately two dozen first-time pit stop managers for 2024, plus the orientation will be open to all new backup pit stop managers. Several veteran pit stop managers will participate and lend their expertise. The objective is to provide a solid foundation and realistic expectations about what’s involved and how to prepare for a successful pit stop.

9. Pit Stop Manager Roundtable

Pit stop managers were provided with an opportunity to update the Steering Committee on activities planned for their local Bike to Work Day events.

10. Other Business

The next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 13, 2024, from 10:00 to 11:30 a.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).