

**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES**

November 13, 2024

1. MEETING MINUTES APPROVAL

Meeting notes from the September 11, 2024 Bike to Work Day Steering Committee meeting were approved as written.

2. BTWD 2024 EVENT REPORT

Mark Hersey, COG/TPB staff, presented a revised draft of the Bike to Work Day 2024 Event Report based on further edits received from the Steering Committee following the September meeting. The report provides background on activity from the May 2024 event including registration numbers by pit stop, sponsorships, local pit stop recaps, employer participation, promotional activities, media coverage and other pertinent items. The report will be presented to the Commuter Connections Subcommittee on November 19th with an open comment period through December 13th. Bike to Work Day Steering Committee members may provide final content and edits during that time frame as well.

3. 2025 EVENT COLOR THEME

Steering Committee members reviewed colors from past years' Bike to Work Day events and provided ideas for possible colors for the 2025 event. After hearing various suggestions made by Committee members for possible new colors, the chair narrowed down the choices to two for committee members to vote on, using an online poll. The color adopted by the Steering Committee for the 2025 event was red. The specific shade of red will be decided at the January 8th meeting, based on available vendor colors. The red theme will be reflected on the official website, social media, and marketing materials.

4. 2025 PIT STOP COMMITMENTS/NEW PIT STOPS

An annual online questionnaire will be required of all pit stop managers and will be sent to the Steering Committee in November. This will provide an opportunity to confirm participation as hosts of local pit stops for the May 2025 Bike to Work Day event. Other important information collected include contact information for pit stop managers and backup pit stop managers, shipping location for marketing materials, and T-shirt size percentages. The mandatory survey response deadline is December 20th. Only pit stop managers are to complete the questionnaire. Those who are not pit stop managers should not respond.

The following are new pit stops for the 2025 Bike to Work Day event. In the District NE, within the Edgewood neighborhood at Bryant Street, hosted by a mixed-use residential apartment called The Chase at Bryant Street. In Prince Georges' County, Berwyn Heights Town Center, hosted by the Town of Berwyn Heights. In Fairfax County, Tysons Spring Hill Metro Station, hosted by Tysons Community Alliance. Any other new pit stops must submit intentions to COG by the end of November.

5. 2025 EVENT RIDER GOAL

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).

After discussion, the Steering Committee set a goal for the Bike to Work Day 2025 event to increase registration from 14,000 to 15,000. This is approximately 7.5 percent above the 2024 final registration total of 14,000.

6. 2025 NEW PIT STOP ORIENTATION

An orientation for new Bike to Work Day pit stop managers for the 2025 event will be held on February 5th. The orientation is mandatory for managers of first-time pit stops and new managers taking over for existing pit stops. New back up pit stop managers are welcome to attend. The orientation will be held at the Metropolitan Washington Council of Governments (COG) in Washington, DC, or attendees may join virtually. Veteran pit stop managers are asked to volunteer to be part of the orientation to share their experiences and help answer questions.

7. 2025 SPONSOR DRIVE

The Bike to Work Day 2025 regional sponsorship drive began in October, reaching out to both past and potential new sponsors. The various sponsor levels were reviewed, and the deadline for returning signed declaration forms is January 31, 2025. The form is also available on the event website, biketoworkmetrodc.org. Funds from the sponsor drive will be used to finance the purchase of T-shirts for the event.

8. OTHER BUSINESS

At the next Bike to Work Day Committee meeting in January, various shades of available T-shirt samples will be reviewed and voted upon to select the hue of red for the 2025 event. At that meeting, poster concepts for 2025 will be reviewed as well.

9. ADJOURN

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, January 8, 2025.