



MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
September 13, 2017

1. Introductions

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

2. Meeting Minutes

The May 10, 2017 Bike to Work Day Steering Committee meeting notes were approved as written.

3. Change of Chairperson

Michelle Valeri from the Capitol Hill BID was recognized with a plaque for her service as the 2017 event Committee Chairperson. Each year the Bike to Work Day Chair position is rotated between D.C., Maryland and Virginia, and within each state by jurisdiction. Mark Sofman from Montgomery County Commuter Services was welcomed as the new Chairperson of the Bike to Work Day 2018 Steering Committee.

4. 2017 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day events held on May 19, 2017.

5. 2017 BTWD Slideshow

A slideshow of photographs provided to COG/TPB staff by various pit stop managers was shown. The presentation provided a visual look of local Bike to Work Day events which took place throughout the Washington metropolitan region this past May. More than 40 percent of pit stops submitted photos. Commentary was provided by some of the pit stop managers in attendance.

6. 2017 Employer Challenge

Each year Commuter Connections recognizes an employer in the region with outstanding participation in the Bike to Work Day event by hosting a luncheon for participating employees. The National Institutes of Health, with over 500 bicyclists had the greatest level of overall registrants in 2017. Other top employers included The U.S. Department of State, U.S. Environmental Protection Agency, U.S. Department of Justice, and The World Bank. The World Bank was randomly selected from the top five employers to receive the luncheon. On June 21st, staff from Commuter Connections and the Washington Area Bicyclist Association participated in a brief ceremony to recognize the World Bank's support of Bike to Work Day 2017. A plaque was presented to Marissa Barrera, World Bank Commuter Services Program Coordinator. In 2017, there was a

World Bank employee registered at 35 of 86 Bike to Work Day pit stops. The top three pit stops for World Bank employees were Georgetown Waterfront Park, Golden Triangle Farragut Square, and Adams Morgan. Lastly, 37% of the World Bank BTWD registrants indicated that 2017 was their first Bike to Work Day event.

7. 2017 BTWD Draft Event Report

Mark Hersey, COG/TPB staff presented the 2017 Bike to Work Day Event draft report. The report acknowledges those involved in coordinating the event, provides a snapshot of activity from each pit stop; number of bicyclists, samples of the marketing materials, and media coverage. Committee members were asked to review the draft document and submit any edits to docomments@mwcog.org by October 13, 2017.

8. Date of Bike to Work Day 2018

The month of May was established as National Bike Month in 1956 by the League of American Bicyclists. Bike to Work Week will occur the week of May 14th; and Bike to Work Day will be held on Friday, May 18, 2018.

9. Other Business

Steering Committee members were reminded of Car Free Day, and were encouraged to help promote the event. Extra flyers were made available. The travel mode with the greatest level of Car Free Day pledges is bicycling.

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 8, 2017, from 10:00-11:30 a.m., in the Ronald F. Kirby Training Center.