

**BIKE TO WORK DAY STEERING COMMITTEE  
MEETING NOTES  
September 13, 2023**

**1. Introductions**

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

**2. Meeting Minutes Approval**

The minutes from the May 10, 2023 meeting were approved as written.

**3. Change of Chairperson**

Each year, the Chair position for the Bike to Work Day Steering Committee is rotated between the District of Columbia, Maryland, and Virginia. LaToya Crump, Prince George's County, was installed as the new Chair for the 2024 Bike to Work Day event. Daniel Hoagland, NoMa Business Improvement District, was recognized with a plaque for his service as the 2023 Bike to Work Day Steering Committee Chair. The plaque was read by the incoming Chair.

**4. 2022 Bike to Work Survey Analysis Report**

Nicholas Ramfos, COG/TPB staff, presented the draft results of the triennial survey of commuters who participated in the May 2022 Bike to Work Day (BTWD) event. The survey assessed the use of bicycles for commute travel before, during, and after the event, and results will be used for transportation and emissions impact analysis. COG received 2,659 completed questionnaires, a 21.2 percent response rate. Highlights of findings are as follows:

The 2022 BTWD event was the first for 18 percent of respondents. Demographics of BTWD participants were compared to regional data from the 2022 State of the Commute (SOC) Survey and indicated that participation is heavily skewed toward Caucasians, 86 percent vs 43 percent regionally; predominantly male, 67 percent vs 49 percent regionally; leans older, 45 years or older, 60% vs 44 percent regionally; has a household income of \$100,000 or more, 79 vs 63 percent regionally; and works for an organization with 251 or more employees, 49 vs 45 percent regionally.

The top three sources for hearing about the event were the internet at 29 percent; personal referral, 18 percent; and social media, also 18 percent. More than a quarter (27%) stated the best part of BTWD was sharing the ride with others; activities and excitement at the pit stops, 19 percent; and T-shirts were noted by 11 percent.

Personal bikes were used on the day of the event by 92 percent and 5 percent used Capital Bikeshare. Standard pedal bikes were used by 91 percent, and e-bikes by 9 percent. Almost three-quarters (74%) biked the entire trip from home to work, and seven percent biked part of the way. Almost two of ten (18%) biked to a pit stop then rode back home to telework.

Before their first BTWD, 86 percent of respondents biked to work at least one day per month, and after BTWD, six percent of non-bikers started biking to work, and 14 percent of total respondents increased bike frequency. Capital Bikeshare was used for 19 percent of commutes to or from work during the past year. In the summer after BTWD 2022, 86 percent of respondents biked to work at least one day per month. The average bike frequency per week before BTWD to summer 2022 remained at 2.2 days per week. In fall 2022, riding declined back to about the level before the May event. Primary barriers to continued bike use during fall 2022 were cold weather, riding safety concerns, and long distance to work. On days they didn't bike to work, 37 percent of respondents drove-alone, 28 percent took transit, and 26 percent teleworked. Respondents traveled an average of 8.5 miles one-way to work and 79 percent of respondents said their employers offered bike-commute assistance. Nearly eight in ten respondents used a bike for a non-commute trip in the past month. Bicycle use for non-commute trips increased by 27 percent following BTWD. Results from the survey are used to calculate transportation and emission impacts for the Commuter Connections Mass Marketing program element and are included in the Commuter Connections TDM Program Element Analysis Report.

## **5. 2023 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, 2023.

## **6. 2023 Slideshow**

A slideshow of photos provided to COG/TPB staff by approximately one-third of the pit stop managers was shown. The presentation provided a fun visual look of local 2023 Bike to Work Day events which took place throughout the Washington metropolitan region this past May.

## **7. 2023 Event Draft Report**

Mark Hersey, COG/TPB staff, presented the 2023 Bike to Work Day Event draft report. The report provides a recap of activities surrounding the annual event including acknowledgements, sponsorships, highlights from local pit stops, employer participation, regional proclamation, marketing materials, social media, and media coverage. Committee members were asked to review the draft document and submit any edits by October 20, 2023.

## **8. 2024 Event Date**

Traditionally, the Bike to Work Day event has been held on Friday's. During the summer, a discussion was held between co-organizers, COG and WABA regarding

the possibility of changing the event to a different day of the week to accommodate for the popularity of telework on Friday's. It was agreed to follow the date set by the League of American Bicyclists. Once the 2024 Bike to Work Day event date has been established, COG will inform the Steering Committee.

**9. Other Business**

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 8, 2023 from 10:00 am to 11:30 am.

