



MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
November 9, 2022

1. Introductions

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

2. Meeting Minutes Approval

Notes from the September 14, 2022 Bike to Work Day Steering Committee meeting were approved as written.

3. BTWD 2022 Event Report

Mark Hersey, COG/TPB staff, presented a revised draft of the Bike to Work Day 2022 Event Report based on further edits received from the Steering Committee following the September meeting. The report provides background on activity from the May 2022 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 15, 2022 and an open comment period will be established. Bike to Work Day Steering Committee members may provide final content and edits during that time frame as well.

4. BTWD 2023 Pit Stop Commitments/New Pit Stops/Orientation

An online questionnaire will be required of all pit stop managers and will be sent to the Committee via SurveyMonkey by the end of November to provide an opportunity to confirm participation as hosts of local pit stops for the May 19, 2023 Bike to Work Day event. Other important information collected includes pit stop manager and backup pit stop manager contact information, shipping location for marketing materials, and T-shirt size percentages. The survey response deadline is December 30, 2022.

The following are areas of interest as possible new pit stop locations for the Bike to Work Day 2023 event: District of Columbia at Metrobar, within the NE Edgewood neighborhood. Virginia - Fairfax County in Alexandria at the Trek bike shop in Belle View, the Providence Community Center in Fairfax, and the West Springfield Government Center in Springfield. Loudoun County at Loudoun Station in Ashburn. Prince William County at Tackett's Mill in Woodbridge. Maryland - Montgomery County at the Maryland-National Capital Park and Planning Commission's Montgomery Parks office in Wheaton. All prospective new pit stops must submit a signed Pit Stop Responsibilities form to COG by the end of November, with all final location details due by December 30, 2022.

Following assessments, some requests for potential new pit stop locations were not approved, after being deemed too close to existing pit stops.

An orientation will be held for new Bike to Work Day pit stop managers in early February 2023 and will be open to managers of first-time pit stops, new managers taking over for existing pit stops, and new back up pit stop managers. Several veteran pit stop managers will be sought to volunteer for the orientation in order share experiences and answer questions.

5. BTWD 2023 Rider Goal

The Steering Committee reviewed Bike to Work Day registration numbers for the event since its inception in 2000, indicating an all-time high in 2017 with over 18,000. After a reliable steady growth period for the initial 1.5 decades, various peaks and valleys began to emerge, bringing unpredictability to registration goal setting from year to year. In 2020, due to the COVID pandemic, the Bike to Work Day event was cancelled. In 2021, the event restarted with approximately 9,000 registrants, about half of the previous event's registration count. In 2022, registration increased to more than 12,000 yet still remains significantly below pre-pandemic levels, given the new hybrid work landscape. The Steering Committee set a goal of increasing registration for the May 2023 Bike to Work Day event to 14,000, approximately 10 percent above the prior year's mark.

6. BTWD 2023 Color Theme

Steering Committee members reviewed colors from past years' Bike to Work Day events and settled on four possible options from which to select from for 2023. Using an online voting system, the color adopted by the Steering Committee for the 2023 event based on majority vote was green. The specific shade of green will be decided at the January 2023 meeting and subsequently reflected on the official website, social media, and marketing materials.

7. BTWD 2023 Sponsorship Drive

The Bike to Work Day 2023 regional sponsorship drive began in October, reaching out to both past and potential new sponsors. The deadline for returning signed regional sponsor declaration forms is January 31, 2023. All sponsor levels require donations of at least 50% cash; the exception are bronze level regional bike raffle sponsors. Funds from the sponsor drive will be primarily used to finance the purchase of T-shirts for the event. Additional funds, if any, may go toward further marketing support, such as vinyl banners. Leads for qualified potential regional sponsors may be given to COG/TPB staff.

8. Other Business

Colin Browne, WABA, suggested an agenda item related to determining the date of Bike to Work Day in future events. Nicholas Ramfos, COG/TPB staff, advised that the Bike to Work Day date is set at the Committee's September meeting for the following year's event; therefore input regarding a change in date for the 2024 event or beyond should be discussed at the September 2023 Bike to Work Day Steering Committee meeting.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 11, 2023, from 10:00 a.m. 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).