



**BIKE TO WORK DAY STEERING COMMITTEE  
MEETING NOTES  
November 8, 2023**

**1. Introductions**

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

**2. Meeting Minutes Approval**

Notes from the September 13, 2023 Bike to Work Day Steering Committee meeting were approved as written.

**3. BTWD 2023 Event Report**

Mark Hersey, COG/TPB staff, presented a revised draft of the Bike to Work Day 2023 Event Report based on further edits received from the Steering Committee following the September meeting. The report provides background on activity from the May 2023 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 21, 2023 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 2024 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 by the end of November. This will provide an opportunity to confirm participation as hosts of local pit stops for the May 2024 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 29, 2023.

The following are areas of interest as possible new pit stop locations for the Bike to Work Day 2024 event: District of Columbia – NE, University Heights neighborhood, and SE, at or near the Capitol View Library. Maryland – Montgomery County at NSA Bethesda, Twinbrook at Mastiha Bakery, and North Bethesda at Rock Spring Business Park; Prince George's County in Bowie and New Carrollton. Virginia – Arlington County in Ballston; Loudoun County in Purcellville; and the City of Alexandria at The Point at Eisenhower Square. All prospective new pit stops must submit a signed agreement to COG by the end of November, which outlines pit stop responsibilities. All final location details are due by December 29, 2023.

**5. New Pit Stop Orientation**

An orientation will be held for new Bike to Work Day pit stop managers in early February 2024. 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.

Several veteran pit stop managers are needed to volunteer for the orientation to share their experiences and answer questions.

**6. BTWD 2024 Rider Goal**

After discussion, the Steering Committee set a goal for the Bike to Work Day 2024 event to increase registration to 16,000; approximately 10 percent above the 2023 final registration total of 14,600.

**7. BTWD 2024 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 2024. Using an online voting system, the color adopted by the Steering Committee for the 2024 event, based on majority vote, was orange. The specific shade of orange will be decided at the January 2024 meeting and subsequently reflected on the official website, social media, and marketing materials.

**8. BTWD 2024 Sponsorship Drive**

The Bike to Work Day 2024 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 forms is January 31, 2024. The form is also available on the event website, [biketoworkmetrodc.org](http://biketoworkmetrodc.org). 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. Any additional funds raised may go toward further marketing assets, such as vinyl banners. The T-shirts are out for bid, with an anticipated cost of approximately \$42,000 for 16,000 T-shirts. Lack of enough sponsor dollars may result in white and/or fewer T-shirts. Leads for qualified potential regional sponsors may be given to COG/TPB staff.

**9. Other Business**

Traditionally, the Bike to Work Day event has been held on Friday's. During the summer, a discussion was held between regional 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. To date, the League has not informed COG, nor have they posted the 2024 date onto their website.

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