

**Bike To Work Day Steering Committee
Meeting Notes
Wednesday, January 8, 2020**

1. Introductions

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

2. Meeting Minutes Approval

The November 13, 2019 Bike to Work Day Steering Committee meeting notes were approved as written.

3. Sponsorship Update

To date, Commuter Connections has secured eight regional cash sponsors, for a total of \$22,300. The sponsors are Gold – City of Alexandria and ICF; Silver - Comstock Companies; and Bronze - bikes@vienna, Fair Lakes League, Potomac Pedalers, and the District, Maryland, and Virginia Departments of Transportation. At least \$46,400 is needed for colored T-shirts. Several past and new sponsors are still considering sponsorship and the fundraising drive will remain open through January 31, 2020. The regional sponsor declaration form is available on the Bike to Work Day website for download.

4. New Pit Stops and Orientation Session

Commuter Connections will be hosting its first ever orientation session for new pit stop managers today. The class will also be open to new managers of existing pit stops and four veteran pit stop managers will attend to offer their expertise. The objective is to provide a solid foundation and realistic expectations about what's involved and how to make the new or existing pit stops successful. The five new pit stops for Bike to Work Day 2020 include Alexandria - North Old Town, hosted by American Physical Therapy Association; Arlington - Lee Highway hosted by Lee Highway Alliance; Mt Rainer, hosted by Mt Rainier Green Team; Dupont Circle, hosted by American Geophysical Union; and Brunswick, hosted by Brunswick Main Street, Inc. In addition, there will be four new pit stops hosted by Bike Arlington.

5. 2019 Bike to Work Day TDM Analysis Survey Highlights

Nicholas Ramfos, COG/TPB staff, presented the draft results of the triennial survey of commuters who participated in the May 2019 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 emissions impacts analysis. COG received 2,285 completed questionnaires, a 14 percent response rate. Highlights of findings are as follows:

The 2019 BTWD event was the first for 23 percent of respondents. Demographics of BTWD participants were then compared to regional data from the 2019 State of the Commute (SOC) Survey indicated that participation is heavily skewed toward Caucasian, 82% in the survey vs 43 percent in the SOC; predominantly male, 67% in the survey vs 48 percent in the SOC; leans older, 45 years or older, 56% in the survey vs 42 percent in the SOC; has a household income of \$100,000 or

more, 73% in the survey vs 61 percent in the SOC; and works for an organization with 251 or more employees, 54% in the survey vs 46 percent in the SOC.

The top three sources for hearing about the event were internet at 30 percent; personal referral, 20 percent; and social media, 16 percent. More than a third stated the best part of BTWD was sharing the ride with others, 35 percent; activities and excitement at the pit stops, 23 percent; and T-shirts were noted by 11 percent. Personal bikes were used by 93 percent and 6 percent used Capital Bikeshare on the day of the event. Standard pedal bikes were used by 97 percent, and e-bikes by 3 percent. The vast majority (88%) biked the entire trip from home to work, while others drove to a Park and Ride Lot and biked the rest of the way or combined bikes with transit.

Before their first BTWD, 87 percent of respondents biked to work at least one day per month, and after BTWD, seven percent of non-bikers started biking to work and 16 percent of total respondents increased bike frequency. Capital Bikeshare was used for 20 percent of commutes to or from work during the past year. In the summer after BTWD 2019, 91 percent of respondents biked to work at least one day per month. The average bike frequency per week before BTWD to summer 2019 rose from 2.6 days per week to 2.8. In fall 2019, riding declined back to about the level before the May event. Primary barriers to continued bike use during fall 2019 were cold weather, riding safety concerns, and long distance to work. On days they didn't bike to work, 38 percent of respondents drove-alone and 45 percent took transit. Respondents traveled an average of 8.4 miles one-way to work and 83 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 increased by 22 percent for non-commute trips since their first BTWD.

Results from the BTWD 2019 Survey will also be presented to the Commuter Connections Subcommittee later this month and a comment period will be established.

6. T-Shirt Samples of Selected Color

The Steering Committee was presented with three Raspberry T-shirt color samples. After discussion, a vote was taken, and a specific shade was selected by the majority of the Steering Committee; with a white imprint. If there is a shortfall in sponsor dollars raised, white shirts and no banners will be ordered. A questionnaire was completed by pit stop managers to request T-shirt size allocation preferences that work best for each local pit stop. Regionally, the percentage allocation is as follows: extra small 4 percent, small 18 percent, medium 27 percent, large 29 percent, extra-large 17 percent, and extra-extra-large 5 percent.

7. Poster Concepts

Four poster concepts for Bike to Work Day 2020 were presented to the Steering Committee. After a review and discussion, the "2020 Bike Spokes" concept was selected by the majority of the Committee. The poster will be refined based on feedback shared by the Steering Committee. Posters and rack cards will be made available and shipped directly to pit stop managers to the address as indicated on the questionnaire. Each pit stop will be provided with a quantity of rack cards and a lesser quantity of posters. Spanish posters are available on a request only basis.

8. Pit Stop Managers Roundtable

Pit stop managers provided brief updates on the planning status of their local Bike to Work Day events.

9. Other Business

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 11, 2020 at 10:00 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).