



**BIKE TO WORK DAY 2016 STEERING COMMITTEE
MEETING NOTES
September 9, 2015**

1. Introductions

Bike to Work Day Steering Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The May 6, 2015 Bike to Work Day Steering Committee meeting notes were approved as written.

3. Change of Chairperson

Adrienne Moretz from Frederick County Transit Services was recognized with a plaque for her service as the 2015 event Committee Chair. Each year the Bike to Work Day Chair position is rotated between D.C., Maryland and Virginia, and within each state by jurisdiction. George Phillips from Prince William County was welcomed as the new Chair of the Bike to Work Day Steering Committee for the 2016 event.

4. 2015 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day events held on May 15, 2015.

5. 2015 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. Approximately one-third of pit stops submitted photos. Commentary was provided by the pit stop managers.

6. 2015 Employer Challenge

Each year Commuter Connections holds a challenge for employers to help encourage participation in the Bike to Work Day event. The National Institutes of Health, with over 600 bicyclists had the greatest level of overall participation in 2015. Other top employers for 2015 included The University of Maryland, U.S. Department of State, U.S. Department of Defense, and the U.S. Department of Justice. The University of Maryland was randomly selected from these top five employers to receive a luncheon for their

bicyclists. On June 23, 2015, Commuter Connections and Washington Area Bicyclist Association participated in a brief ceremony at the university to recognize their outstanding support of this year's Bike to Work Day. R. Scott Lupin, Associate Director, Office of Sustainability provided opening remarks and a plaque was presented to Department of Transportation Services Executive Director J. David Allen. Special thanks to Dan Hayes of the University of Maryland for coordinating the luncheon activities. Overall, 148 University of Maryland employees registered at a third of the 79 pit stop celebrations within the region, and an impressive 39 percent of them were first time Bike to Work Day registrants. The top three most registered pit stops for University of Maryland employees were College Park - City Hall (morning event), College Park - Metro Station (afternoon event) and the Greenbelt pit stop.

7. 2015 BTWD Draft Event Report

Mark Hersey, COG/TPB staff presented the 2015 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 used to promote the event; and media coverage. Committee members were asked to review the draft document and submit any edits to docomments@mwcog.org by October 2, 2015.

8. Date of Bike to Work Day 2016

National Bike Month is May; Bike to Work Week will occur the week of May 16th; and Bike to Work Day will be held on Friday, May 20, 2016. As a reminder, because Bike to Work Day is a rain or shine event, no formal rain date will be established.

9. Other Business

Tim Kelley from Bike Arlington suggested a change of the Twitter hashtag for Bike to Work Day. The official hashtag for the Washington D.C. region event in use for the past several years has been #BTWDC. Mr. Kelley's concern was that the current hashtag may be too D.C. focused and proposed for consideration other more general hashtag ideas such as #BTWD, #BikeToWorkDay2016, and #BtWD2016. It was noted that the #BTWDC hashtag performed significantly better than these other Bike to Work Day hashtags, in terms of number of times referenced on Twitter. The discussion will be continued at the November meeting.

The next Bike to Work Day Steering Committee meeting is scheduled for Tuesday, November 10, 2015, 10 a.m., Ron Kirby Training Center.