



**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
November 10, 2021**

1. Introductions

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

2. Meeting Minutes Approval

Notes from the September 8, 2021 Bike to Work Day Steering Committee meeting were approved as written.

3. BTWD 2021 Event Report

Mark Hersey, COG/TPB staff, presented a revised draft of the Bike to Work Day 2021 Event Report. The report provides background on activity from the May 2021 event including registration numbers by pit stop, sponsorships, local pit stop recaps, employer participation, promotional activities, media coverage and more. The report will be presented to the Commuter Connections Subcommittee on November 16, 2021 and a comment period will be established. Bike to Work Day Steering Committee members may provide content and edits through December 31, 2021.

4. BTWD 2022 Pit Stop Commitments/New Pit Stops/Orientation

An online questionnaire will be sent to pit stop managers the week of November 29, 2021 which will in part, provide an opportunity for pit stop managers to confirm participation as hosts for the May 20, 2022 Bike to Work Day event. Of particular importance will be jurisdictions who held 2021 events at area bike shops and whether the pit stops will revert back to pre-pandemic local government-run locations. The deadline for confirming Bike to Work Day pit stops for the 2022 event and location whereabouts is December 31, 2021.

The following are areas of interest as possible new pit stop locations for Bike to Work Day 2022: Arlington Westover neighborhood, hosted by Toby's Ice Cream & Coffee Shop; Bethesda at Neal Potter Plaza, hosted by the Coalition for the Capital Crescent Trail; Downtown Silver Spring, hosted by Club Pilates; Wheaton, hosted by Montgomery County Commuter Services; and a yet to be determined location in NW, hosted by City Dental DC.

An orientation will be held for new pit stop managers in early February 2022 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. A call will go out for veteran pit stop managers to volunteer for the orientation in order share experiences and answer questions.

5. BTWD 2022 Rider Goal

After review and discussion of results from Bike to Work Day events over the past few years before and during the pandemic, the Steering Committee set a goal of increasing rider registration for the May 2022 Bike to Work Day event to 13,000. This figure is approximately half way between the 2021 registration total of 8,900 and the most recent pre-pandemic registration number from 2019 of 17,900 registrants.

6. BTWD 2022 Color Theme

Steering Committee members reviewed colors from past year's Bike to Work Day events and held a vote to determine the color for the 2022 T-Shirts. Based on a majority vote, the Steering Committee adopted pink as the color theme for 2022. The color will also be reflected on the official website, social media, and on marketing materials. The specific shade of pink will be determined at the January meeting.

7. BTWD 2022 Sponsorship Drive

The Bike to Work Day 2022 regional sponsorship drive began in October and both past and potentially new sponsors were included in the outreach. The updated sponsor declaration form was reviewed, and sponsorship level amounts will remain steady. The form can be downloaded from the Bike to Work Day event website and the due date for regional sponsorships is January 31, 2022. Funds from the sponsor drive will be primarily used to finance the purchase of T-shirts for the event. Additional funds, if any, will go toward further marketing support, such as vinyl banners. To date, signed sponsor declarations have been received from Bilton Law (Silver), City Dental DC (Silver) and Fair Lakes League (Bronze) for a total of \$8,000. Please forward any leads for potential sponsors to COG/TPB staff.

8. Other Business

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 12, 2022, from 10:00 am to 11:30 am.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwco.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).