



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

**1. Introductions**

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

**2. Meeting Minutes Approval**

The minutes from the January 11, 2023 meeting were approved as written.

**3. Regional Sponsor Drive**

The Bike to Work Day 2023 regional sponsor drive ended on January 31, 2023 with sixteen sponsors secured for a total of \$38,550. Gold sponsors include All About Burger, GoAlex, ICF, and Pedego; silver sponsors are BicycleSPACE, BikeArlington, City Dental DC, and Verra. Bronze sponsors include American Association of State Highway and Transportation Officials, bikes@vienna, Fair Lakes League, Giant Food, goDCgo, Maryland Department of Transportation, Prince George's Vision Zero, and Virginia Department of Transportation. BicycleSPACE, bikes@vienna, and Pedego are contributing bicycles for the regional raffle.

**4. Orientation Session Recap**

Commuter Connections held an orientation session for new pit stop managers on February 7, 2023 with 29 attendees. New backup pit stop managers were also invited to attend. The orientation's objective was to provide an informative session and establish a solid foundation about what's involved in running a successful Bike to Work Day pit stop event. The following veteran pit stop managers shared best practices during the meeting; Mimi Diez, Architect of the Capitol and Susan Kolodziejczyk, National Geographic Society.

**5. Web Launch/Registration Reports**

Registration at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) officially opened for the Bike to Work Day event on March 1, 2023 with 108 pit stops and was announced through social media channels. The Washington Area Bicyclist Association began sending weekly registration reports to pit stop managers beginning Monday, March 6, 2023. It was noted that recipients should never use the confidential information for purposes other than Bike to Work Day. The registration report email will be triggered only when at least one person

has registered for a given pit stop. Pit stop managers not receiving reports should check their junk folders, and if not seen, should register for their own pit stop.

## **6. Marketing Materials**

Bike to Work Day marketing materials are being printed. Distribution is scheduled to arrive by the end of March, and unless otherwise arranged, pit stop managers will receive quantities of roughly 400 rack cards, 200 flyers, and 3 large posters per pit stop. The shipment will also include Spanish flyers, if requested. Commuter Connections will be conducting a mailing to employers within the region which will include a flyer and cover letter. PDF's of the English and Spanish flyers are available on the Bike to Work Day website. Each pit stop will receive a large vinyl banner in April, at least one month prior to Bike to Work Day. The banners will be 8' wide and 4' tall, and contain the same graphics as seen on the poster. Duplicate banners may be ordered directly through Ironmark at a rate of \$160 per banner. With registration open, Committee members were encouraged to start promoting the event. The T-Shirt sorting and pick up will occur at the Metropolitan Washington Council of Governments (COG) in the northeast quadrant of DC. More details and dates will be provided. Those who expressed interest in helping to sort T-shirts will be contacted. Lastly, the paid media and earned media plans for Bike to Work Day are under development.

## **7. Pit Stop Managers Progress Reports**

Pit stop managers provided updates on planning for their local Bike to Work Day 2023 celebrations.

## **8. Other Business**

Pit stop managers wanting local sponsor logos added to their pit stop webpage may send logos and corresponding URLs to COG/TPB staff. There is no specific deadline for doing so. Water Bottles are being ordered by BicycleSPACE for Bike to Work Day 2023. Interested pit stop managers who wish to place an order with BicycleSPACE may do so at the pit stop's expense and should contact Phil Koopman at BicycleSPACE for further details.

Nicholas Ramfos, COG/TPB staff, will present results of the 2022 Bike to Work Day Survey highlights at the next Bike to Work Day Steering Committee meeting to be held on Wednesday, May 10, 2023.