



MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
September 12, 2014

Due to a water main break, the September 10, 2014 Bike to Work Day Steering Committee meeting was rescheduled to September 12th.

1. Introductions

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

2. Approval of Minutes

The minutes from the May 7, 2014 meeting were approved as written.

3. Change of Chairperson

Kristen Barden from the Adams Morgan Partnership BID was recognized with a plaque for her service as the 2014 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. Adrienne Moretz, of Frederick County Transit Services was welcomed as the new Chair of the Bike to Work Day Steering Committee for the 2015 event.

4. 2014 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day events held on May 16, 2014, or rescheduled to another date due to the inclement weather.

5. 2014 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. 2014 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 nearly 637 bicyclists had the greatest level of overall participation this year. Other top participating employers for 2014 included Orbital Sciences Corporation, U.S. Environmental Protection Agency, U.S. Department of State, and U.S. Department of Justice. U.S. Department of State was randomly selected from the top five employers to receive a luncheon for bicyclists.

On June 26, 2014, Commuter Connections staff from COG/TPB and Washington Area Bicyclist Association staff recognized the employer with a plaque and brief ceremony for their outstanding support of this year's Bike to Work Day. Overall, 279 State Department employees registered at 38 separate pit stop celebrations, and an impressive 32% of them were first time Bike to Work Day. The top three most registered pit stops for State Department employees were Arlington-Rosslyn, Georgetown Waterfront Park and Freedom Plaza.

7. 2014 Bike to Work Day Draft Event Report

Mark Hersey, COG/TPB staff presented the 2014 Bike to Work Day Event Draft report. The report 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. The 2014 event draft report will be posted onto the Commuter Connections SharePoint site. Committee members were asked to review the document and submit any edits to docomments@mwkog.org COG by October 10th.

9. Date of Bike to Work Day 2015

National Bike Month is May; In 2015 Bike to Work Week will occur the week of May 11th, and Bike to Work Day will be held on Friday, May 15, 2015. The possibility of establishing a rain date was discussed and will be finalized at the next Committee meeting.

10. Other Business

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 12, 2014.