

**Bike to Work Day Steering Committee 2022 Event  
Meeting Notes  
Wednesday, January 12, 2022**

**1. Introductions**

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

**2. Meeting Minutes**

Minutes from the November 10, 2021 meeting were approved as written.

**3. 2021 Event Report**

A status update was provided about the Bike to Work Day 2021 Event Draft Report. Two rounds of review and revisions were made by the Bike to Work Day Steering Committee in association with the September 8, 2021 and November 10, 2021 meetings. The event report was subsequently presented to the Commuter Connections Subcommittee at its November 16, 2021 meeting with an open comment period as well. The Commuter Connections Subcommittee will meet again in January to review the final draft version of the report and will be asked to endorse it for release. Once endorsed, the Bike to Work Day 2021 Event Final Report will be published onto the Commuter Connections website.

**4. T-shirt**

The Steering Committee was presented with three pink t-shirt color options during a live online poll. After discussion, a vote was taken and “Heliconia”, a bright pink, was selected by the majority of the Committee. Additionally, the T-shirts will have a navy-blue imprint. A lack of sufficient sponsorship funds would require the ordering of fewer T-shirts, white T-shirts, or a combination thereof.

**5. Sponsor Drive**

Commuter Connections has secured five additional regional cash sponsors since the previous Steering Committee meeting. To date, the grand total stands at \$16,400, far short of the funds necessary to purchase 15,000 pink T-shirts. The sponsorship drive runs through January 31, 2022. Silver sponsors include Bilton Law, City Dental DC, and Verra. Bronze sponsors include the American Association of State Highway and Transportation Officials, Bikes@Vienna, Fair Lakes League, Giant Food, and Potomac Pedalers. As part of its sponsorship, Bikes@Vienna is also donating a folding bike for the regional raffle.

**6. Poster Concepts**

Four potential poster concepts were presented to the Steering Committee for use to promote Bike to Work Day 2022. A live online poll was conducted, and the version identified as “Poster C” received the greatest percentage of votes. The specific color shades of the winning T-shirt will be incorporated into the winning poster. Committee feedback was taken regarding modifications to the selected poster. Some notable changes included a juxtaposed background depicting a residential and office building setting; adding safety elements such as bike helmets, lights, and reflectors; and changes to the bicyclist’s attire and body type.

**7. Pit Stop Manager Questionnaire**

A link to an online questionnaire for pit stop managers was sent on December 17, 2021 with a due date of January 7, 2022. The questionnaire aims to confirm whether pit stops are still on board to host a local Bike to Work Day event on May 20, 2022. Other key purposes of the questionnaire are to gain the most up to date contact and back-up contact information and for pit stops to indicate what T-shirt size percentages are desired.

**8. New Pit Stops/Orientation Session**

COG/TPB staff will be hosting an orientation session for new pit stop managers on February 10, 2022. The orientation will be open to all new backup pit stop managers as well. Several veteran pit stop managers will participate and lend their expertise. The objective is to provide a solid foundation and realistic expectations about what's involved and how to prepare for a successful pit stop. Although several inquiries have been made regarding new official pit stop locations for the 2022 event, as of yet, no written commitments have been received.

**9. Pit Stop Managers Roundtable**

Time did not permit for this agenda item.

**10. Other Business**

Long time pit stop manager, Frank Stevens, City of Bowie has retired. Dan Hayes has retired from the University of Maryland but will stay on as the DC Columbia Heights pit stop manager.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 9, 2022 from 10:00 to 11:30 am as a hybrid meeting with optional attendance in the R. Kirby Training Center.