



MEETING NOTES
BIKE TO WORK DAY 2013 STEERING COMMITTEE
Wednesday, September 12, 2012

1. Approval of Minutes

The minutes from the May 9, 2012 meeting were approved as written.

2. Change of Chairperson

Fred Shaffer from The Maryland-National Capital Park and Planning Commission, was recognized with a plaque for his service as the 2012 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.

Judy Galen from the Loudoun County Office of Transportation Services was welcomed as the new Chair of the Bike to Work Day 2013 Steering Committee. Judy has been a solid and staunch supporter of Bike to Work Day for many years and has been instrumental on growing both the Leesburg and Sterling pit stops.

3. 2012 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day celebrations held on May 18, 2012.

4. 2012 BTWD Slideshow

A slideshow of photographs provided to COG/TPB staff by various pit stop managers was shown. Approximately half of the pit stops submitted photos for the presentation. . The presentation provided a visual review of local Bike to Work Day events which took place throughout the Washington metropolitan region this past May. Commentary was provided by the pit stop managers.

5. 2012 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 500 bicyclists had the greatest level of overall participation this year. Other top participating employers for 2012 included the Environmental Protection Agency: 156, Department of Defense: 110, State Department: 104, and Booz Allen Hamilton: 87.

The National Institutes of Health was randomly selected from among this group of top five employers to receive a free luncheon from Commuter Connections for participating bicyclists. On June 20, 2012, staff from Commuter Connections recognized the employer with a plaque and brief ceremony for their outstanding support of this year's Bike to Work Day. NIH dignitaries and Bicycle Commuter Club staff were also on hand. NIH hosted two pit stops at their sprawling campus for employees who commute by bike.

6. 2012 BTWD Draft Report – Mark Hersey

Mark Hersey, COG/TPB staff, presented the 2012 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 advertising and media coverage. The Steering Committee's goal for the event was set at 12,500 and reached. Overall the May 18, 2012 event generated 12,566 registrants from 58 pit stops. Edits and insertions to the draft report should be communicated to Mr. Hersey by October 26, 2012.

7. Date of Bike to Work Day 2013

National Bike Month is May; Bike to Work Week will occur the week of May 13th; and Bike to Work Day will be held on Friday, May 17, 2013.

8. Other Business

Several bicycle raffle winner photos were posted onto the Bike to Work Day web site.

The bicycle rack raffle winner of the Peak Racks donation was the Afterschool Alliance.

The National Bike Summit is March 4-6, 2013 and will not conflict with the March Bike to Work Day Steering Committee, to be held on March 13, 2013.

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 12, 2012.