



## **MEETING NOTES**

### **BIKE TO WORK DAY STEERING COMMITTEE**

**September 11, 2013**

#### **1. Introductions**

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

#### **2. Approval of Minutes**

The minutes from the May 8, 2013 meeting were approved as written.

#### **3. Change of Chairperson**

Judy Galen from the Loudoun County Department of Transportation & Capital Infrastructure, was recognized with a plaque for her service as the 2013 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. Kristen Barden, of the Adams Morgan Partnership BID was welcomed as the new Chair of the Bike to Work Day Steering Committee for the 2014 event.

#### **4. 2013 Event Recaps from Pit Stop Managers**

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day celebrations held on May 17, 2013.

#### **5. 2013 BTWD Slideshow**

A slideshow of photographs provided to COG/TPB staff by various pit stop managers was shown. One third of the pit stops submitted photos. The presentation provided a visual look 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.

#### **6. 2013 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 600 bicyclists had the greatest level of overall participation this year. Other top participating employers for 2013 included the U.S. Department of State- 218, Environmental Protection Agency- 155, Orbital Sciences- 126, and the U.S. Department of Justice- 116. U.S. Department of Justice was randomly selected from the top five

employers to receive a luncheon for participating bicyclists. On June 21, 2013, staff from Commuter Connections and the Washington Area Bicyclist Association recognized the employer with a plaque and brief ceremony for their outstanding support of this year's Bike to Work Day. DOJ employees attended 28 separate pit stop celebrations, and 34 DOJ employees or 29% were new participants in this year's event.

**7. 2013 Bike to Work Day Draft Event Report**

Mark Hersey, COG/TPB staff presented the 2013 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 Steering Committee's goal for the 2013 event of 14,000 was surpassed, as the final tally was 14,643 registrants, a 15 percent increase. The 2013 event draft report will be posted onto the Commuter Connections SharePoint extranet site. Committee members are asked to review the document and submit any edits to [docomments@mwkog.org](mailto:docomments@mwkog.org) by October 4th.

**8. FY 2013 BTWD Participant Survey**

Nicholas Ramfos, COG/TPB staff discussed the upcoming Bike to Work Day Survey conducted each three years of commuters who participated in the Bike to Work Day event. The survey will assess the use of bicycles for commute travel before and after the 2013 event and results will be used in the Transportation Emission Reduction Measure evaluation. Questions may be added this year that are demographic in nature. The response rate is typically high, however any pit stops who have a list of walk-up attendees who did not formally register at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) but who commuted by bicycle to a local 2013 pit stop event, are asked to forward their information to [greg@waba.org](mailto:greg@waba.org) by September 30th. WABA will document the bicycling commuters as official participants, which will allow COG to include them as part of the Bike to Work Day participant survey. The information should be sent in a Microsoft Excel file named for your pit stop. Results of the Bike to Work Day survey will be presented to the Committee at a future meeting.

**9. Date of Bike to Work Day 2013**

National Bike Month is May; Bike to Work Week will occur the week of May 12th; and Bike to Work Day will be held on Friday, May 16, 2014.

**10. Other Business**

Several bicycle raffle winner photos were posted onto the Bike to Work Day web site. The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 13, 2013.