

**Bike to Work Day Committee
Meeting Notes
September 11, 2019**

1. Introductions

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

2. Meeting Minutes

The minutes from the May 8, 2019 meeting were approved as written.

3. Change of Chairperson

Although not in attendance, outgoing Bike to Work Day Committee Chairperson Henry Dunbar from Bike Arlington was recognized with a plaque for his 2019 service. Each year the Bike to Work Day Chair position is rotated between the District of Columbia, Maryland, and Virginia, with 2020 being a DC year. COG/TPB staff is in the process of securing a new BTWD 2020 Committee Chair.

4. Pit Stop Managers 2019 Event Recaps

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day events held on May 17, 2019.

5. 2019 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 2019 Bike to Work Day events which took place throughout the Washington metropolitan region this past May.

6. 2019 Employer Challenge

Each year Commuter Connections recognizes an employer in the region with outstanding participation in the Bike to Work Day event by hosting a luncheon for participating employees. This year, the luncheon was held at the National Institutes of Health (NIH) which had over 566 registered bicyclists for Bike to Work Day in 2019. Other top employers included the U.S. Department of State, 247; the U.S. Environmental Protection Agency, 218; The World Bank, 167; and the U.S. Department of Agriculture, 147. On June 25, 2019 COG/TPB staff and staff from the Washington Area Bicyclist Association participated in a ceremony at NIH's main Bethesda campus to recognize their support of Bike to Work Day 2019, and a plaque was presented. In 2019, there was an NIH employee registered at 26 of over 100 Bike to Work Day pit stops. The top five pit stops for NIH employees were the National Institutes of Health, North Bethesda at Pike and Rose, Rockville-Falls Grove, Rockville-Twinbrook, and Rock Springs Business Park. Lastly, 29 percent of NIH Bike to Work Day registrants indicated that 2019 was their first event.

7. 2019 BTWD Draft Event Report

Mark Hersey, COG/TPB staff, presented the 2019 Bike to Work Day Event draft report. The report includes acknowledgements, sponsorships, highlights from local pit stops, employer participation, proclamations, marketing materials, social media, and media coverage.

Committee members were asked to review the draft document and submit any edits to docomments@mwkog.org by October 11, 2019.

8. Date of Bike to Work Day 2020

The month of May was established as National Bike Month in 1956 by the League of American Bicyclists. In 2020, Bike to Work Week will occur the week of May 11th; and Bike to Work Day will be held on Friday, May 15, 2020.

9. Pit Stop Expectations and Best Practices

A write-up regarding pit stop responsibilities and requirements was shared with the Bike to Work Day Steering Committee. The document is given to all potential pit stops as mandatory reading to provide a synopsis of what is expected should they be given the approval to host an official Bike to Work Day pit stop. After review, potential pit stops must acknowledge that they read and agree to adhering to the requirements. Committee members were asked to submit any edits to docomments@mwkog.org by October 16, 2019.

Sometime between confirming to host a 2019 Bike to Work Day pit stop and the day of the event, managers of two separate pit stops left their respective organizations and COG/TPB staff was not informed of such. In both situations, no other person within said organizations followed through with upholding their promise to host a pit stop event. To the astonishment and disappointment of arriving bicyclists on the day of the event, the pit stops were non-existent. COG/TPB staff was left with the task of apologizing and had to arrange to obtain T-shirts and mailing them out to bicyclists. Both pit stops were subsequently removed from the Bike to Work Day website. To help circumvent this type of scenario, a backup person at every pit stop will be required for the 2020 event. Furthermore, an orientation will be held for new pit stops. This will be a mandatory session for new pit stop managers. Experienced pit stop managers were invited to participate in the session and were asked to notify COG at docomments@mwkog.org by Friday, September 27, 2019.

10. Virtual Pit Stops Discussion

A discussion was held at the January 2019 Bike to Work Day Steering Committee meeting about “virtual pit stops”, a suggestion from Fairfax County Department of Transportation staff. Fairfax County representatives advocated that a virtual pit stop would allow commuters who do not live or work within close proximity to a physical pit stop a chance to participate in Bike to Work Day and receive a T-shirt without the long-standing requirement to be present at a pit stop. After a discussion of pros and cons of the concept, virtual pit stops were not adopted regionally for the 2019 event.

Fairfax County trialed virtual pit stops in 2019 and had twenty additional registrants, countywide.

The topic was brought up again for discussion as to its feasibility for the 2020 event. Its merits and pitfalls were discussed at length and it was suggested instead that bicyclists participate in the Car Free Day event from September 21-23, 2019; an event where bicyclists are not tethered to a physical pit stop in order to participate. Any jurisdictions who wish to promote virtual Bike to Work Day pit stops may do so in 2020; however, they must be willing to handle registration on their own website and cover the expense of additional T-shirts.

11. Other Business

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, November 13, 2019, at COG from 10:00 to 11:30 a.m., in the Kirby Training Center.