



**BIKE TO WORK DAY 2023 EVENT STEERING COMMITTEE
MEETING NOTES
May 10, 2023**

1. Introductions

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

2. Approval of Meeting Minutes

The minutes from the March 8, 2023 meeting were approved as written.

3. T-Shirt Sorting and Pickup

Bike to Work Day 2023 T-shirt sorting takes place on May 11, 2023 at COG. Thank you to the following volunteers: Morgan Babcock and Linda Parker, Carlyle Council; Daniel Hayes, Columbia Heights pit stop manager; Nohemy Miranda and Manji Upadhyay, Fairfax County; Julie Kagler, Herndon Parks & Recreation; Kendall Tiffany, Loudoun County; Mark Sofman, Montgomery County; Sean Cullinane, NIH; Traci McPhail, North Bethesda Transportation Center; Paolo Belita and Bryce Barrett, Prince William County; Lakeshia Lewis and Holly Morello, OmniRide; Mary Dennis and Jaime McKay, Transit Services of Frederick County; and Jeslyn Zakes, WABA.

Pick up dates are May 12th and 15th, 2023 from 9:30 am to 4:00 pm, in 25-minute intervals. Time slots were reserved via SignUpGenius and pickups must occur at the loading dock. Boxes affixed with large labels will indicate pit stop names. Other items available at COG will include Bicycling to Work Guides and Regional Bike Maps.

4. Marketing/Earned Media

Pit stop managers were supplied with printed marketing materials and large outdoor vinyl banners. The paid Bike to Work Day 2023 marketing campaign started the week of May 1, 2023 and runs through Bike to Work Day Week. The media buy includes traditional radio on WTOP, WHUR, and a personal radio host endorsement on WJFK. The media buy also includes streaming TV (NBC4), paid social media

posts and influencer posts, a YouTube video, digital website banners, sponsored articles, and newsletters. COG also sent out an email blast to past participants and other stakeholders.

Calendar Listings were submitted in April along with an email to all TPB members inviting them to contact their local pit stop manager to confirm attendance. Outreach toolkits were sent to sponsors and various organizations in the metropolitan Washington region to help promote the event. COG sent a press release in April and will send another this week and next. Next week's press release will contain confirmed elected officials.

5. Proclamation

A Proclamation recognized Friday, May 19, 2023 as Bike to Work Day throughout the Washington, DC metropolitan region and was signed at the National Capital Region Transportation Planning Board (TPB) meeting on April 19, 2023 by TPB Chair, and Charles County Commissioner President, Reuben Collins. The proclamation is available on the Bike to Work Day website.

6. Registration Lists

Weekly registration reports have been emailed to pit stop managers since March and daily starting in May. The registration form will remain open through May 22, 2023 and the final 2023 registration report will be sent on May 23, 2023. This is to allow pit stop managers to enter any walkup registrants through the Monday following the event. Credit will only be given to pit stops for those registrations entered through the website. This affects the official event report and the baseline for 2024 T-shirts. Contact Jeslyn Zakes at WABA for any questions or concerns relating to registration reports.

The T-shirt cut off for pit stop attendees is a fixed number and unique to each pit stop based on how many shirts a pit stop is allocated. To determine T-shirt eligibility, pit stop managers are to sort their registration list(s) by the "Created Date" column from (oldest to newest). Those who registered but do not attend forfeit their T-shirt. Registrants who fall within a pit stop's T-shirt cut off and attend may have a shirt. Bicyclists who registered and attend but missed the cut-off might get a shirt if they stay until the end of the pit stop event, and shirts remain. Lastly, walk-ups who didn't register but attend may have shirts after the aforementioned have been satisfied.

7. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on the planning status of their local Bike to Work Day events.

8. Other Business

The Committee was reminded to take photos of local pit stop events for the slideshow to be shown at the September meeting. The deadline for submitting Convoys is Friday May 12, 2023. An online convoy form is available on the Bike to Work Day website under the "First Time Rider Information" tab. Bike to Work Day is a rain or shine event; pit stops are encouraged to make contingency plans to accommodate for possible severe weather. In such conditions, it will be up to each individual pit stop manager to determine whether or not to postpone their own local Bike to Work Day event. If a pit stop makes the determination to postpone or relocate their pit stop, they are responsible for informing registrants via email at least 24 hours in advance.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, September 13, 2023 from 10:00 – 11:30 a.m.