

MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
March 13, 2024

1. Introductions

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

2. Meeting Minutes Approval

Minutes from the January 10, 2024 Bike to Work Day Steering Committee meeting were approved as written.

3. Regional Sponsor Drive

The Bike to Work Day 2024 regional sponsor drive ended on January 31st with twenty sponsors secured for a total of \$37,550. Gold sponsors include Al's Bike Shop, City of Alexandria (GO Alex), and ICF; silver sponsors are BicycleSPACE*, BikeArlington, National Landing BID, and Terrapin Bicycles*; Bronze sponsors include American Association of State Highway and Transportation Officials, American College of Cardiology, bikes@vienna*, Capital Bikeshare, DDOT (goDCgo), Fair Lakes League, Giant, Handy Bikes*, Maryland Department of Transportation, Potomac Pedalers, Prince George's Department of Public Works and Transportation, Prince George's Vision Zero, and Virginia Department of Transportation.

*Contributing bicycle(s) for the regional raffle. Pit stops may display local sponsor logos on their individual pit stop webpages by providing COG/TPB staff with a digital sponsor image and associated url.

4. Orientation Session Recap

Commuter Connections held an orientation session for new pit stop managers on February 7th with 38 attendees. The orientation's objective was to provide an informative session and establish a solid foundation about what's involved in running a successful Bike to Work Day pit stop event. The following veteran pit stop managers shared best practices and answered questions during the meeting: Dan Hayes - District of Columbia, Columbia Heights pit stop; Tiffany Jennings - Prince George's County, Largo/Kettering/Perrywood Community Center pit stop; and Dan Pittman - Prince William County, Woodbridge Chinn Aquatics & Fitness Center pit stop.

5. Web Launch/Registration Reports

Registration at www.biketoworkmetrodc.org officially opened for the Bike to Work Day 2024 event on March 1st with 109 pit stops and was announced through a Metropolitan Washington Council of Governments (COG) press release and the Bike to Work Day event's official social media channels. The Washington Area Bicyclist Association began sending weekly registration reports to pit stop managers. Registration report emails are triggered when at least one person has registered for a given pit stop. Pit stop managers not receiving reports should check their junk folders, and if not seen, should register for their own pit stop. Registration reports will begin being sent on a daily basis in May, closer to the event date.

6. Marketing Materials

Bike to Work Day marketing materials consisting of flyers, rack cards, and posters are being distributed to pit stop managers and are scheduled to arrive this week. Commuter Connections will be conducting a mailing to employers within the region which will include a flyer and cover letter. PDF's of the English and Spanish flyers are available on the Bike to Work Day website. Pit stops will not receive a vinyl banner this year, due to lack of sponsor funds. Banner artwork however, was developed and is available on a request basis for pit stops that would like to print a banner at their expense.

7. Pit Stop Managers Progress Reports

Pit stop managers provided updates on planning for their local Bike to Work Day 2024 celebrations.

8. Other Business

T-Shirt sorting will occur at COG on May 9th and pick up on May 10th and 13th. The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, May 8th from 10:00 to 11:30 am.