

BIKE TO WORK DAY STEERING COMMITTEE

March 12, 2025

Meeting Highlights

1. CALL TO ORDER

The Bike to Work Day Steering Committee meeting was called to order.

2. ORIENTATION RECAP

Commuter Connections held an orientation session for new pit stop managers on February 5th with approximately thirty 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: Judy Galen, Loudoun County; Ryen Washington, Anacostia BID; and Maddy Cirineo, University of Maryland.

3. SPONSORS

The Bike to Work Day 2025 regional sponsor drive ended on January 31st and secured a total of \$50,150 from eighteen sponsors, plus in-kind bicycle donations for the regional raffle. Cash donations will supplement the cost of event T-shirts. Pit stops may display local sponsor logos on their individual pit stop webpages by providing Commuter Connections staff with a digital sponsor logo image and associated url. Capital Bikeshare is offering non-members with free 30-minute rides on a classic or e-bike.

4. 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 ship out the week of March 17th to those who requested them. PDF's of the English and Spanish flyers are available on the Bike to Work Day website. Templated artwork for vinyl banners was developed for pit stops who would like to print a banner at their expense. T-shirts will be shipped to the pit stop managers and arrive between April 14th and May 2nd. To help get a better sense of approximate arrival date, the Committee will be informed once shipments begin. Commuter Connections is developing a marketing campaign that will launch April 28th and run approximately three weeks. The campaign will include digital banners, radio (including DJ endorsements), and paid social media.

5. BIKE MAPS AND GUIDES DISTRIBUTION PLAN

Commuter Connections bike maps and bike guides will be made available at the May 7th Bike to Work Day Steering Committee meeting for in-person attendees. goDCgo will have DC bike maps at the meeting as well. Reusable Commuter Connections tote bags for easy transport will be provided. Recommended quantities are 20-25% of anticipated registration counts.

6. REGISTRATION REPORTS

Registration at biketoworkmetrodc.org officially opened for the Bike to Work Day 2025 event on March 3rd 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 will begin sending weekly registration reports to pit stop

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.
Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).

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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 be sent on a daily basis in May, closer to the event date. New this year, if a participant tries to register twice using the same email address, the system will show a pop-up message that a registration already exists and subsequent registrations supersede previous ones.

7. PIT STOP MANAGER UPDATES

Pit stop managers provided updates on planning for their local Bike to Work Day 2025 events.

8. OTHER BUSINESS

A press release will go out the week of Bike to Work Day. Pit stop managers were asked to share any confirmed elected officials attending local pit stops events, by Friday, May 9th, and COG will include within the press release to alert the media. The Bike to Work Day regional proclamation will be signed during the April National Capital Region Transportation Planning Board meeting at COG.

9. ADJOURN

The Steering Committee Chair, Hamzat Sani, City of Alexandria, adjourned the meeting.