

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

### **January 8, 2025**

#### **1. REMEMBERING MARK HERSEY**

COG/TPB staff and Committee Members reflected on the passing of COG colleague, Mark Hersey, in December 2024. Mark served as part of the Bike to Work Day team since its origins in the Washington, DC region in 2001.

#### **2. MEETING MINUTES APPROVAL**

Notes from the November 13<sup>th</sup> BTWD Committee meeting were approved as written.

#### **3. T-SHIRT COLOR**

This year's lowest responsive bidding BTWD T-shirt vendor is limited to just one red T-shirt color option which was presented to the Committee. A major change of procedure for BTWD T-shirt distribution will take place this year. Rather than having the T-shirts delivered to COG, sorted by pit stop volunteers, and picked up at COG by the pit stops, the T-shirt vendor will handle the fulfillment process and ship the T-shirts directly to the pit stop managers.

#### **4. POSTER CONCEPTS**

Four poster concepts were presented to the Committee for potential use to promote the BTWD 2025 event. An online live poll was conducted, and the version identified as poster concept "D" received the greatest number of votes. The red color of the winning T-shirt will be incorporated into the poster. Committee feedback was taken regarding modifications suggestions to the draft poster.

#### **5. PIT STOP MANAGER QUESTIONNAIRE**

An online questionnaire for pit stop managers was emailed to the BTWD Committee on November 18<sup>th</sup> with a due date of December 20<sup>th</sup>; a reminder message was also sent. The primary objective of the questionnaire is to confirm whether pit stops are still on board to host a local BTWD event for 2025. Other key purposes of the questionnaire are to gain the most up to date contact and back-up contact information, shipping address for marketing materials, desired T-shirt size percentages, and to gauge interest in volunteering. Pit stops who are non-responsive will be removed from the website after January 31st.

#### **6. NEW PIT STOP MANAGER ORIENTATION**

Eight new pit stops were announced as new for the 2025 BTWD event. No further new pit stops are being entertained for this year's event. Any potential new pit stop who reaches out will be considered for the 2026 event. The new pit stops are DC NE Edgewood at Bryant Street; DC NE Fort Totten Metro; DC NW Cleveland Park; MD Prince George's Co Berwyn Heights Town Center; VA Fairfax Co Tysons Spring Hill Metro Station; VA Fairfax Co Tysons The Boro; VA Arlington Co Met Park; and the

return of the VA Arlington Co HQ National Guard pit stop.

A required orientation session for new pit stop managers will take place on February 5th. There are approximately two dozen first-time pit stop managers for 2024, most of which are taking over the role for existing pit stops. The orientation will also be open to all new backup pit stop managers. Several veteran pit stop managers will participate and lend their expertise. The objective is to provide a solid foundation and realistic expectations about what's involved and how to prepare for a successful pit stop.

**7. SPONSOR DRIVE**

The 2025 BTWD regional sponsorship drive began in October 2024 and runs through the end of January 2025. To date, Commuter Connections has secured five regional cash sponsors for a grand total of \$21,900 toward funds needed to purchase 18,000 red T-shirts. Sponsors include AASHTO, BikeArlington, City of Alexandria GO Alex, Fair Lakes League, and ICF.

**8. PIT STOP MANAGER ROUNDTABLE**

Pit stop managers were provided with an opportunity to update the Committee on planning for their local BTWD events.

**9. OTHER BUSINESS**

None was reported.

**10. ADJOURN**

The next BTWD Committee meeting is scheduled for Wednesday, March 12<sup>th</sup>, 10:00 am – 11:30 am.