

BIKE TO WORK DAY STEERING COMMITTEE

MARCH 11, 2026

Meeting Highlights

1. CALL TO ORDER

The Bike to Work Day 2026 Steering Committee meeting was called to order. New members introduced themselves by name and affiliation.

2. MARKETING MATERIALS

Hard copies of the requested marketing materials will be shipped to pit stop managers by the end of March. Both English and Spanish PDF flyers can be downloaded from the Bike to Work Day website. An 8.5 x 14" PDF flyer template was made available by request for those who would like to populate their local pit stop info and sponsors onto the bottom portion of the flyer. An art template was developed for an outdoor banner (formatted for 8' wide x 4' tall) and is available by request. Pit stop managers may take the art template to any local sign shop of their choice to have their banner populated with local pit stop name, location, and times and printed at the pit stop's expense. The preferred vendor from last year will charge \$184.15, including shipping.

3. REGISTRATION REPORTS

Bike to Work Day registration opened on March 2nd and each Monday WABA will email weekly registration reports to pit stop managers. Pit stop managers who don't receive a registration report after registering themselves (to guarantee at least one registration record to trigger the report), are to contact COG staff. To date, approximately 500 people have registered region wide.

4. T-SHIRT DISTRIBUTION

T-shirts will be shipped to pit stop managers and are scheduled to arrive during the weeks of April 6th or 13th. If a shipment does not arrive by then, pit stop managers should contact COG staff. T-shirt distribution should be prioritized to registrants who attend a pit stop, and based on when the commuter registered, relative to the quantity of T-shirts provided. Participants may visit more than one pit stop, but will only receive one T-shirt, at the pit stop where they registered.

5. BIKE MAPS AND GUIDES DISTRIBUTION

Regional bike maps and bicycling to work guides will be made available at no charge for pick up at the May 6th Bike to Work Day Steering Committee meeting at COG. goDCgo will have free DC bike maps at the meeting as well. Reusable Commuter Connections tote bags will be provided for easy transport. For questions about the DC bike maps, contact necole.jackson@godcgo.com.

6. ELECTED OFFICIALS PRESS RELEASE

COG will be sending out a press release the week of Bike to Work Day that will list elected officials who confirmed plans to attend local pit stop events as reported to COG by the pit stop managers. To guarantee inclusion into the press release, pit stops should notify COG staff by May 8th with specifics.

7. PIT STOP MANAGER UPDATES

Pit stop managers provided updates about progress toward planning their individual local events.

8. OTHER BUSINESS

Committee members shared any other business to report.

The next Bike to Work Day Steering Committee meeting was announced as Wednesday, May 6, 2026, from 10:00 A.M. to 11:30 A.M.