

BIKE TO WORK DAY STEERING COMMITTEE

NOVEMBER 12, 2025

Meeting Highlights

1. CALL TO ORDER

The Bike to Work Day (BTWD) 2025 Steering Committee meeting was called to order. New members introduced themselves by name and affiliation.

2. BTWD 2025 EVENT REPORT

The 2025 event report was updated after incorporating feedback from pit stop managers. The report will be presented to the Commuter Connections Subcommittee next week, with an open comment period through December 16. The Commuter Connections Subcommittee will be asked to endorse the final draft of the report at their January meeting. Following endorsement, the final report will be posted to the Commuter Connections website.

3. 2026 EVENT COLOR THEME

The committee discussed possible color themes for the 2026 event. The event chair narrowed down the suggestions to blue and purple as the two top colors. After some energetic voting, purple was chosen as the 2026 T-shirt color with 61% of the vote. The specific purple hue will be chosen at the January steering committee meeting, unless the selected vendor offers only one purple option.

4. 2026 PIT STOP COMMITMENTS/NEW PIT STOPS

The annual online questionnaire will be emailed next week and is required of all pit stop managers. The questionnaire is the official means to confirm participation as hosts of local pit stops for the May 2026 BTWD event. Other essential information is gleaned including contact information, shipping location for materials, and T-shirt size percentages. The mandatory questionnaire response deadline is December 19.

New pit stops confirmed for 2026 include locations in Charles County (La Plata) and Prince George's County (New Carrollton). Two potential new pit stops include Naval Support Activity Bethesda and The World Bank in the District.

5. 2026 EVENT RIDER GOAL

Registration numbers for BTWD have declined over the past two years, raising concerns that our registration goals may have been too ambitious. The committee discussed setting a more realistic registration goal for 2026. The new goal is 12,750 registrants.

6. 2026 NEW PIT STOP ORIENTATION

An orientation session for new pit stop managers will be held on Wednesday, February 4, 2026, from 10:00 A.M. to 12:00 P.M. Both in-person and virtual options will be available. All new pit stop managers are required to attend the orientation session. This includes managers of brand-new pit stops, and first-time managers of any existing pit stops.

7. 2026 SPONSOR DRIVE

The BTWD 2026 sponsor drive is open through January 31, 2026. Confirmed sponsors to date include gold sponsor, GO Alex and bronze sponsor, AASHTO.

The next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 14, 2026, from 10:00 – 11:30 A.M.