

BIKE TO WORK DAY STEERING COMMITTEE MEETING HIGHLIGHTS

May 6, 2026

1. CALL TO ORDER

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

2. BIKE TO WORK DAY EVENT SURVEY

Douglas Franklin, COG/TPB staff, shared preliminary results from the triennial Bike to Work Day Participant Survey. The survey was sent to 2025 event registrants and received a response rate of 13 percent. It asked about bicycle commuting habits prior to, during, and after Bike to Work Day. More than 9 out of 10 (93%) respondents participated in Bike to Work Day using their own personal bike, while 6 percent used Capital Bikeshare. Standard pedal bikes were ridden by 86 percent, while the remaining 14 percent commuted via e-bike. Just six years ago only 3 percent of respondents rode an e-bike for the event. Survey respondents commuted an average of 9.1 miles each way on Bike to Work Day and three-quarters biked the entire distance to and from work.

Bike to Work Day serves as a springboard to start commuting by bike or to re-invigorate commuters to do so more frequently. In the months following the event, a quarter of respondents either started to commute by bike for the first time or increased their level of bike commuting. Nearly all (99%) respondents said they were somewhat or very likely to participate in Bike to Work Day again, and almost as many (98%) were somewhat or very likely to recommend it.

3. T-SHIRTS

Bike to Work Day 2026 T-shirts were shipped out and arrived over a two-week window between April 6th and 17th. Pit stops received a greater number of T-shirts than their final 2025 registration count and should comfortably have more T-shirts than 2026 registrants. Any walk-ups should register at the pit stop before receiving a shirt by using their mobile devices. Those who register and don't attend forfeit their shirt.

4. BIKE MAPS AND GUIDES

Regional bike maps and bike guides were made available during the committee meeting, and attendees were welcome to take the level of supplies needed. District of Columbia bike maps were made available as well, courtesy of goDCgo. Commuter Connections provided reusable tote bags to carry the items.

5. MARKETING

The Bike to Work Day 2026 marketing campaign began April 20th and will run over a four-week period, up to Bike to Work Day. The marketing mix consists of traditional radio, radio endorsements, streaming radio, digital display ads, video, and paid social media. COG also sent several email blasts to past participants, employers, and other stakeholders. Earned media outreach included listings on 88 online calendars throughout the region. Bike to Work Day promotional materials were also sent to various like-minded organizations and influencers. COG

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will issue its final press release prior to Bike to Work Day to alert the media as to the elected officials confirmed to attend specific pit stops locations.

6. REGIONAL PROCLAMATION

The Bike to Work Day 2026 Regional Proclamation was endorsed by National Capital Region Transportation Planning Board (TPB) Chair, Neil Harris, at its April 15th meeting. The Proclamation recognizes Friday, May 15, 2026, as Bike to Work Day throughout the Washington metropolitan region. Bike to Work Day Steering Committee Chair, Zach Baldwin, was on hand and gave remarks to the TPB.

7. REGISTRATION REPORTS

Daily registration reports have been emailed to pit stop managers, and the last report will be sent on Tuesday, May 19th. Any pit stop manager not getting their registration report should inform Commuter Connections. The registration form on the Bike to Work Day website will remain open through Monday, May 18th.

8. PROGRESS REPORTS FROM PIT STOP MANAGERS

Pit stop managers provided brief updates on the planning status of their local Bike to Work Day events.

9. OTHER BUSINESS

Bike to Work Day is a rain or shine event, and pit stops are encouraged to make contingency plans to accommodate for possible adverse weather. In such conditions, it will be up to each individual pit stop manager to determine whether to postpone their own local Bike to Work Day event. If a pit stop makes the determination to postpone or relocate their pit stop, they are responsible for informing registrants via email, at least 24 hours in advance.

The committee was asked to take photos of their local pit stop events for use within the slideshow to be presented at the September meeting and for inclusion within the official Bike to Work Day 2026 Event Report. Commuter Connections will send a reminder to pit stop managers to send event photos and also a brief summary of local pit stop activities/highlights for the report.

10. ADJOURN

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, September 9, 2026, 10:00 A.M. – 11:30 A.M.