

BIKE TO WORK DAY STEERING COMMITTEE

MAY 7, 2025

Meeting Highlights

1. CALL TO ORDER

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

2. T-SHIRTS

Bike to Work Day 2025 T-shirts were shipped out at the end of April, and all pit stops should have received their T-shirts by May 2nd. A few asked if they could order more, so COG staff offered to coordinate supplying extra T-shirts to those pit stops. Minimum extra T-shirt order is 100 and must be requested through the online questionnaire by the end of the calendar year.

3. BIKE MAPS AND GUIDES

Bike maps and guides were made available at the BTWD Steering Committee meeting, so that members who attended in person could take the maps and guides home to their local pit stops, saving shipping costs.

4. MARKETING

The paid Bike to Work Day 2025 marketing campaign started at the beginning of May and will run through the event. The media buy includes traditional radio on four stations, digital web banners on relevant websites, and paid social media and influencer posts. COG also sent out an email blast to past participants and other stakeholders. Calendar Listings were submitted last month, along with an email to all Transportation Planning Board (TPB) members, inviting them to contact their local pit stop manager to confirm attendance. COG issued a press release when registration was launched and will send out another next week, including the names of confirmed elected officials attending, as reported by the pit stop managers.

5. REGIONAL PROCLAMATION

The Bike to Work Day 2025 Regional Proclamation was signed by the National Capital Region Transportation Planning Board Chair, James Walkinshaw, at the Metropolitan Washington Council of Governments. This was to recognize Thursday, May 15, 2025, as Bike to Work Day throughout the Washington, DC metropolitan region.

6. REGISTRATION REPORTS

Since the beginning of May, daily registration reports have been emailed to pit stop managers. The last report will be available on the Monday following Bike to Work Day. At the event, new cyclists will be asked to scan a QR code to get registered and receive a T-shirt. Current registration numbers are in line with what we have seen historically at this point. Many people wait until the last week to register, once the weather report is confirmed.

7. PROGRESS REPORTS FROM PIT STOP MANAGERS

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

8. OTHER BUSINESS

The Committee was reminded to take photos of local pit stop events for the slideshow to be shown at the September meeting. Bike to Work Day is a rain or shine event; pit stops are encouraged to make contingency plans to accommodate for possible severe 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 next Bike to Work Day Steering Committee meeting will be held on Wednesday, September 10, 2025, from 10:00 – 11:30 A.M.