

BIKE TO WORK DAY STEERING COMMITTEE

SEPTEMBER 9, 2026

Meeting Highlights

1. CALL TO ORDER

The Bike to Work Day (BTWD) 2026 Steering Committee meeting was called to order. Committee members and participants were welcomed.

2. INTRODUCTIONS

Since most attendees had previously participated in BTWD meetings, formal introductions were abbreviated and limited to first-time attendees.

3. CHANGE OF CHAIRPERSON

Outgoing Chair Zachary Baldwin of the Southwest Business Improvement District was recognized for his leadership and service as BTWD 2026 Chair and was presented with a plaque of appreciation. Mary Dennis, Transit Services of Frederick County, was introduced as the new BTWD 2027 Chair, while Judy Galen of Loudoun County was welcomed as the new Vice Chair.

4. 2026 EVENT RECAPS

Pit stop managers from across the region shared highlights from their 2026 Bike to Work Day events. Many locations reported strong participation, increased attendance over the previous year, successful partnerships with local organizations, elected officials, and bicycle advocacy groups, and positive feedback on the 2026 T-shirts. Several pit stops introduced new activities including digital check-in systems, bicycle raffles, bingo-style prize drawings, community rides, and expanded outreach efforts. Committee members also discussed opportunities to attract first-time participants, engage remote workers, explore afternoon pit stop formats, and evaluate future pit stop locations to expand participation. Overall, pit stop managers reported another successful regional event with strong community engagement.

5. 2026 EVENT PHOTO SLIDESHOW

A slideshow featuring photos submitted by pit stop managers from across the region was presented. Following the slideshow, committee members were thanked for their contributions and reminded that any missing photos could still be submitted. COG/TPB staff emphasized the importance of showcasing all pit stops and encouraged committee members to share any missing event images.

6. 2026 DRAFT EVENT REPORT

Committee members were presented with the 2026 BTWD draft event report. COG/TPB staff highlighted the slight but welcome growth of event registrants, noting that 107 pit stops participated across the region and nearly 12,885 individuals registered for the event. The report also recognized sponsor contributions, employer participation, earned media coverage, proclamations, marketing efforts, and event

recaps submitted by participating pit stops. COG/TPB staff thanked committee members for providing photos and recaps and encouraged anyone who had not yet submitted materials to do so for inclusion in the final report. Initial edits to the draft report are due by Wednesday, October 14, 2026, and a reminder email will be sent out to committee members. The next edition of the draft report will be distributed at the November 10th committee meeting.

7. PROCESS FOR NEW 2027 PIT STOPS

COG/TPB staff reviewed the process for establishing new Bike to Work Day pit stops for 2027. Interested organizations must submit specific proposed pit stop locations by October 30, 2026. Proposed locations will be evaluated to ensure they complement existing pit stops. Potential hosts will receive guidance on responsibilities and best practices before being approved. Existing pit stop managers considering relocation or discontinuation of their pit stops were asked to notify staff as early as possible to assist with the regional planning and evaluation of new applications.

8. 2027 EVENT DATE

Committee members agreed to continue holding Bike to Work Day on a Friday. As a result, the next Bike to Work Day event will be held on Friday, May 21, 2027.

9. OTHER BUSINESS

No other business was discussed.

10. ADJOURN

The next Bike to Work Day Steering Committee meeting will be held on Tuesday, November 10, 2025, from 10:00 – 11:30 A.M.