

## **BIKE TO WORK DAY STEERING COMMITTEE**

**JANUARY 14, 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. T-SHIRT SHADE**

Purple was chosen by the Bike to Work Day Steering Committee as the official T-Shirt color for the 2026 event. Committee members were presented with three purple color options available through the secured vendor: violet, heather purple and purple. After a lively discussion, an online poll was taken and heather purple was the winning color, with 65% of the vote.

**3. FLYER CONCEPTS**

Three flyer concepts were reviewed and the Bike to Work Day Steering Committee voted for their selection to move forward with and reaffirmed the inclusion of the DC landmarks. The committee provided suggested tweaks to the flyer, notably lightening the background.

**4. PIT STOP MANAGER QUESTIONNAIRE**

The pit stop manager questionnaire was sent out on November 19<sup>th</sup> to confirm participation as hosts for the 2026 event, collect contact information, communicate T-shirt size allocation percentages, and other important items. Three new pit stops were onboarded for 2026, including New Carrollton in Prince George's County, La Plata in Charles County, and Kensington in Montgomery County.

**5. NEW WEBSITE**

The new Bike to Work Day website is on schedule to be rolled out in February. Once the website is live, an email will be sent to committee members to review their individual pit stop pages for accuracy and to request any necessary edits. One of the key updates to the new web page was making it ADA compliant. Registration for BTWD 2026 is targeted to open the first week in March.

**6. NEW PIT STOP MANAGER ORIENTATION**

The new pit stop manager orientation will take place on Wednesday, February 4<sup>th</sup> from 10AM to 12PM at COG and available virtually. A Save the Date was sent out in early January to new pit stop managers. New pit stop managers are defined as first time pit stop managers for both brand new or existing pit stops. The veteran pit stop

managers who will attend to give their feedback are Sooin Choi, Southwest Business Improvement District; Aysha Cohen, University of Maryland; and George Phillips, Prince William County.

#### **7. SPONSOR DRIVE**

To date, three sponsors have been confirmed for 2026: Go Alex (gold) and AASHTO and Giant (bronze). Additionally, several verbal commitments have been made by potential sponsors with the deadline for signed sponsor declaration forms being January 31<sup>st</sup>. Gold sponsors will be mentioned within the paid marketing campaign, gold and silver sponsors will appear on the Bike to Work Day T-shirts, and all level sponsors will appear on the flyers and event website.

#### **8. OTHER BUSINESS**

A new flyer was announced to recognize local pit stop sponsors. A 8.5 x 14" version of the official flyer will have a blank area at the bottom to accommodate local sponsors and will be available by request. Committee members are not to alter the top 8.5 x 11" portion.

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