

# National Capital Region Transportation Planning Board COMMUTER CONNECTIONS PROGRAM

# Bike To Work Day 2020 Draft Event Memorandum

Prepared for:

Metropolitan Washington Council of Governments
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Prepared by:

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# **ACKNOWLEDGEMENTS**

The 2020 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

Name	Company/Organization name	St
Brian Barrie	Adams Morgan Partnership Business Improvement District	DC
Matthew Jones	goDCgo	DC
Julie Kutruff	National Park Service - National Capital Parks- East	DC
McKenna Pugh	Capitol Hill Business Improvement District	DC
Mimi Diez	Architect of the Capitol, House Office Buildings	DC
Grace Aucella	Capitol Riverfront Business Improvement District	DC
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Margaret Moerchen	American Geophysical Union	DC
Keith Williams	ThinkFoodGroup	DC
Meryl Ertelt	International Republican Institute	DC
Remi Wallace	Downtown Business Improvement District	DC
Allison Bozick	Georgetown Business Improvement District	DC
Graham King	Urban Athletic Club	DC
Drew Ann Jubert	Golden Triangle Business Improvement District	DC
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John Tsaknis	City Dental DC	DC
Sarah Scott	VIDA Fitness	DC
Susan Kolodziejczyk	National Geographic Society	DC
Kimberly Ford	NoMa Business Improvement District	DC
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Alex Rixey	Fehr & Peers DC	DC

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Chris Militello	Arrow Bicycle	MD
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Sarah Lifsey	Mount Rainier Green Team	MD
Vernon Anderson	National Institutes of Health	MD
Michael McQuarrie	Naval Support Activity Bethesda	MD
Traci McPhail	North Bethesda Transportation Center	MD
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Lydia Chandlee	Cushman & Wakefield	MD
Heather Tinsley	Marriott International	MD
Jennifer Bolick	Van Eperen	MD
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Kerri Constantine	JBG Smith	MD
Beth Dennard	MCDOT Commuter Services	MD
Michael Ratcliffe	U.S. Census Bureau	MD
Bruce Sawtelle	Takoma Bicycle	MD
Jamee Ernst	City of Takoma Park	MD
Marta Woldu	University of Maryland- College Park	MD
Joe Davison	Velocity Bicycle Cooperative	VA
Megan Hurst	Great Harvest Bread	VA
Morgan Babcock	Carlyle Council	VA
Harold Carr	Washington Headquarters Services (DOD)	VA
Mary Lynn Billitteri	American Physical Therapy Association	VA
Ellie McCurdy	City of Alexandria	VA
Michael Cadwallader	Fairfax Co Park Authority Audrey Moore RECenter	VA
Renee Moore	BikeArlington	VA
Cassie Hurley	Crystal City BID	VA
David J Goodman	WMATA/Metro	VA
Brent O'Neill	National Park Service	VA
Gary Dyson	HQ National Guard, Temple Army Readiness Center	VA
Ginger Brown	Lee Highway Alliance	VA
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Nicole Wynands	Fairfax County Department of Transportation	VA
Danny Cosner	Town of Dumfries	VA
Liz French	Fair Lakes League	VA
Chloe Ritter	City of Fairfax	VA
Nicole Wynands	Fairfax County Department of Transportation	VA
Dan Peters	Fairfax County Park Authority Providence RECenter	VA

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John Nicklas	Fort Belvoir Safety Office	VA
Joshua Smith	Fairfax County Park Authority Lee District RECenter	VA
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Jared Nieter	Haymarket Bicycles	VA
Cindy Roeder	Town of Herndon Parks and Recreation	VA
Beth Tomanek	Prince William County Schools	VA
Judy Galen	Loudoun County	VA
Nicole Wynands	Fairfax County Department of Transportation	VA
Melissa Williams	Historic Manassas Inc.	VA
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Nicole Wynands	Fairfax County Department of Transportation	VA
Anthony Dziepak	The MITRE Corporation	VA
Brian Laws	Spring Hill RECenter	VA
Lydia Shackelford	Mosaic	VA
Danny Voltmer	Spokes Etc. Bicycles	VA
David Wyttenbach	Fairfax Co Park Authority GW RECenter	VA
Trina Taylor	Fairfax County Park Authority Mt. Vernon RECenter	VA
Alex Barnard	Fairfax County Park Authority Oak Marr RECenter	VA
Jonathan Navarro	Reston Community Center	VA
Holly Morello	Potomac and Rappahannock Transportation Commission	VA
Kate Clark	Transwestern at Metro Park	VA
David Fallert	Fairfax County Park Authority Southrun RECenter	VA
Judy Galen	Loudoun County	VA
Rabia Khalili	Macerich	VA
Mark Repak	Spokes Etc	VA
Dan Pittman	Chinn Aquatic & Fitness Center	VA
Emily Guerrero	Office of Occoquan District Supervisor	VA

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# Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Dan Sheehan Brandon Franklin Douglas Franklin Mark Hersey

# Washington Area Bicyclists Association (WABA) staff included:

Hannah Dana Colin Browne

# District, Maryland, Virginia, and U.S. Departments of Transportation

For their continued funding support of the Commuter Connections work programs.

Both COG and WABA thank all individuals and organizations which helped in the Washington, DC metropolitan region prepare for Bike to Work Day 2020 event which was cancelled due to the Covid-19 pandemic.

### **BACKGROUND and EXECUTIVE SUMMARY**

Bike to Work Day has been held annually in the Washington metropolitan region for nearly two decades and was locally started by the Washington Area Bicyclist Association (WABA) with a main rallying point or pit stop in downtown DC. In September 2000, The National Capital Region Transportation Board (TPB's) Commuter Connections program, housed at the Metropolitan Washington Council of Governments, partnered with WABA to form a regional Bike to Work Day Steering Committee to examine the feasibility of adding more Bike to Work Day pit stops or rallying points throughout the region in 2001, thus creating a larger awareness and practice of cycling to work as a viable commuting alternative to carbon based methods. Since that first involvement with Bike to Work Day in 2001, annual registrations for the event have increased over 700%. The event saw continuous growth in registrations as well this year.

The 2020 Bike to Work Day Steering Committee meetings were coordinated and held every other month from September 2019 through May 2020. COG/TPB staff prepared meeting notes, generated agendas, and created presentation materials. Highlights from the meetings included:

- Vinyl banner creation;
- Registration reports
- Update on the 2020 Sponsorship Drive;
- Updates from local pit stop managers on their local event planning progress.

The Committee gave design feedback for the posters and t-shirt. Discussion was held with potential new Bike to Work Day pit stops to examine the plausibility of accepting them as official localities for the 2020 event. A small number of pit stops from 2019 dropped out of the 2020 event, while nine new pit stops were added in 2020, bringing the total 2020 pit stop count to 120. Staff coordinated and held the Bike to Work Day new pit stop orientation session on January 8, 2020 where a comprehensive presentation was given, and veteran pit stop managers shared their wisdom and answered questions.

The sponsor drive continued through January and discussions were held with potential companies and organizations regarding Bike to Work Day sponsorship opportunities for 2020. The drive ended at the end of January, netting a total of \$56,000 in cash donations. Invoices were generated and sent to sponsors. Calendar listings notifications were sent to publications and websites throughout the region with events calendars.

A total of 100,000 Bike to Work Day flyers, rack cards, large posters, plus flyers translated into Spanish were printed and distributed to pit stop managers and employers throughout the region. A formal bid was issued for the Bike to Work Day T-shirts and a vendor was selected. The T-shirt art was created and finalized. Size allocations were determined based on a pit stop manager questionnaire.

Banner art was created for the pit stops, each containing the look and feel of the 2020 graphics, along with a custom area for pit stop specifics. The Washington Area Bicyclist Association (WABA) designed a new registration page which was tested by Commuter Connections staff and modified accordingly. Registration for the Bike to Work Day event was officially launched the first week of March with an announcement on social media.

Discussions were held with the state funding agencies, COG senior management, and WABA regarding the coronavirus pandemic and its impact on the 2020 Bike to Work Day event. An online survey was also conducted of the Bike to Work Day Steering Committee pit stop managers with regard to the possible canceling/postponement of the event. After all possible scenarios were carefully examined, on March 30, 2020 the decision was made to cancel the Bike to Work Day event for the entirety of the calendar year. Messages were sent out to notify the Steering Committee, registrants (thus far), and sponsors about the event cancellation. Planning for the Bike to Work Day media buy was paused. Event participants were encouraged to participate in Car Free Day which will be held on September 22, 2020.

COG/TPB staff maintained and updated the <a href="https://www.BikeToWorkMetroDC.org">www.BikeToWorkMetroDC.org</a> website. Notable activities include:

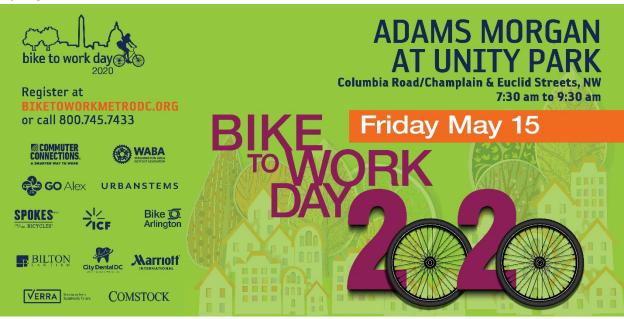
- Added new sponsor logos;
- Added new pit stops;
- Updated the map coordinates for new and old pit stops;
- Updated the color scheme to represent the 2020 color theme;
- Updated the rotating logos;
- Added the registration link to the homepage and other language;
- Added new PDF versions of the flyers;
- Updated the homepage & registration page to reflect the cancelation of the 2020 event;
- Updated plugins.

COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. COG/TPB staff programmed the announcement that registration is open via Hootsuite. COG/TPB staff updated the logo and masthead on Twitter. Cancellation notices

were placed on the regional Bike to Work Day Facebook page and tweeted out from the event's Twitter page.

# **Marketing Materials**

# **Banner**



## **Rack Card Front**

# Friday May 15



FREE EVENT REGISTER AT www.BIKETOWORKMETRODC.org or call 800.745.7433

Pre-Register by May 8 for FREE T-SHIRT\* & BIKE RAFFLE Free refreshments & giveaways while supplies last.

Visit biketoworkmetrodc.org for pit stop locations and times.

\*T-Shirts available at pit stops to first 20,000 registrants. 120 pit stops throughout D.C., Maryland, and Virginia!

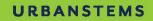


### **Rack Card Back**

































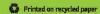


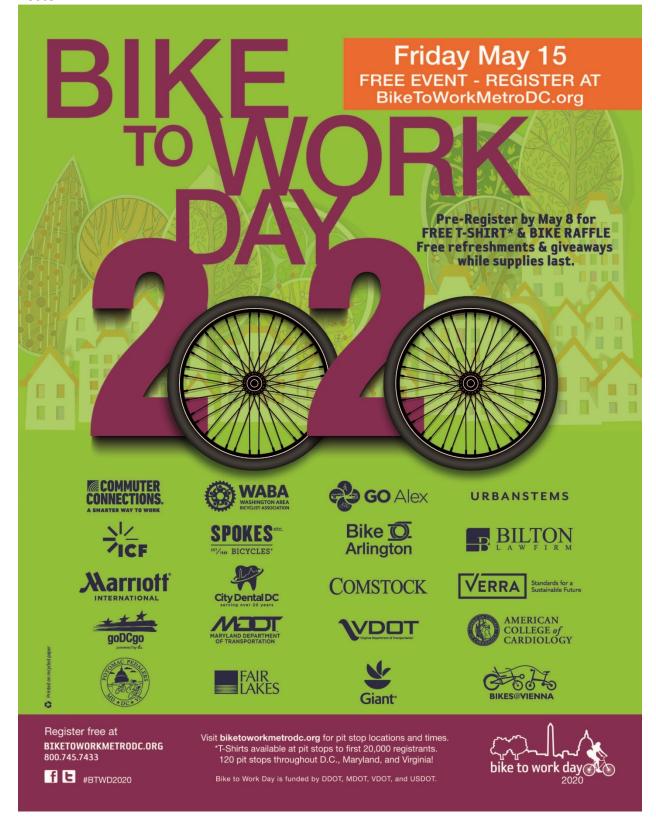






Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.







Bike to Work Day 2020 Logo

bike to work day

# **List of Pit Stops**

# St Pit stop name:

- DC Adams Morgan at Unity Park
- DC Anacostia
- DC Anacostia Riverwalk Trail River Terrace Park
- DC Capitol Hill at Eastern Market
- DC Capitol Hill at House Office Buildings
- DC Capitol Riverfront at Canal Park
- DC Columbia Heights Plaza
- DC Dupont Circle AGU & Glen's Garden Market
- DC Dupont Circle Beefsteak Veggies
- DC Franklin Square
- DC Freedom Plaza
- DC Georgetown Waterfront Park
- DC Glover Park at Kimpton Hotel
- DC Golden Triangle Farragut Square
- DC Golden Triangle L Street
- DC Ivy City at BicycleSPACE
- DC Lamond at Seabury
- DC L'Enfant Plaza
- DC Mt. Vernon Triangle at VIDA Fitness
- DC National Geographic Society
- DC NoMa at Wunder Garten
- DC Old City Market and Oven
- DC Shaw
- DC Southwest Business Improvement District
- DC The Wharf/SW Waterfront
- DC U.S. Coast Guard HQ
- DC USDA Farmers Market
- DC West End at American College of Cardiology
- MD Bethesda Downtown
- MD Bladensburg Waterfront Park
- MD Bowie City of Bowie Gymnasium
- MD Bowie Old Town at Fire Station
- MD Brunswick Train Station (MARC)
- MD College Park Duvall Field
- MD FDA White Oak
- MD Frederick Downtown at Transit Center
- MD Friendship Heights
- MD Gaithersburg Kentlands
- MD Gaithersburg Olde Towne Plaza

- MD Germantown at acac Fitness & Wellness
- MD Greenbelt Aquatic & Fitness Center
- MD Hyattsville at Magruder Park
- MD Indian Head at Village Green Pavilion
- MD Largo at Prince George's Community College
- MD Mount Rainier Bike Co-op
- MD National Institutes of Health Bldg 1
- MD Naval Support Activity Bethesda
- MD North Bethesda at Pike & Rose
- MD Oxon Hill/National Harbor
- MD Port Towns Edmonston Veterans Park
- MD Riverdale Park Station
- MD Rock Springs Business Park at Marriott HQ
- MD Rockville Fallsgrove
- MD Rockville Town Square
- MD Rockville Twinbrook
- MD Silver Spring Downtown at Veterans Plaza
- MD Suitland at U.S. Census Bureau
- MD Takoma Park Downtown/Old Town
- MD Takoma Park Sligo Creek Trail
- MD University of Maryland
- VA Alexandria Del Ray at Colasanto Park
- VA Alexandria Fairlington Centre
- VA Alexandria John Carlyle Square Park
- VA Alexandria Mark Center at North Parking Garage
- VA Alexandria Old Town (north end) at APTA
- VA Alexandria Old Town at City Hall
- VA Annandale Wakefield Park at Audrey Moore RECenter
- VA Arlington Arlington Mill
- VA Arlington Ballston at Spokes Etc. Bicycles
- VA Arlington Ballston at TechSpace D49
- VA Arlington Clarendon at MakeOffices
- VA Arlington Columbia Pike at Penrose Square
- VA Arlington Crystal City Water Park
- VA Arlington East Falls Church Metro
- VA Arlington Gravelly Point
- VA Arlington HQ National Guard (TARC)
- VA Arlington Lee Highway
- VA Arlington Rosslyn at Anytime Fitness
- VA Arlington Rosslyn at Gateway Park
- VA Arlington Shirlington Library
- VA Arlington Shirlington New District Brewing
- VA Burke VRE Station

- VA Centreville Library
- VA Chantilly Cub Run RECenter
- VA Chantilly Regional Library
- VA Culmore/Bailey's Crossroads
- VA Dumfries at Town Hall Community Center
- VA Fair Lakes Center
- VA Fairfax City Downtown
- VA Fairfax County Government Center
- VA Falls Church Fairview Park at Providence RECenter
- VA Falls Church City W&OD Trail
- VA Fort Belvoir
- VA Franconia Lee District Park RECenter
- VA GMU at Freedom Aquatic & Fitness Ctr
- VA Haymarket Bicycles
- VA Herndon Town Hall Green
- VA Kelly Leadership Center
- VA Leesburg at Raflo Park
- VA Lorton VRE Station
- VA Manassas VRE Station
- VA Manassas Park Palisades Apartments
- VA McLean Dolley Madison Library
- VA McLean MITRE Corporation
- VA McLean Spring Hill RECenter
- VA Mosaic at Strawberry Park
- VA Mt. Vernon Collingwood Park
- VA Mt. Vernon GW RECenter
- VA Mt. Vernon RECenter Belle View
- VA Oakton at Oak Marr RECenter
- VA Reston Reston Station
- VA Rippon Landing VRE Station
- VA Springfield Metro Park at Walker Lane
- VA Springfield at South Run RECenter
- VA Sterling
- VA Tysons Corner Center
- VA Vienna Town Green
- VA Woodbridge Chinn Center
- VA Woodbridge Tackett's Mill
- VA Woodbridge VRE Station