



**National Capital Region
Transportation Planning Board
COMMUTER CONNECTIONS PROGRAM**

**Bike To Work Day 2020
Draft Event Memorandum**

Prepared for:

Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington, DC 20002-4290

Prepared by:

Mark Hersey, COG/TPB staff

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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
Daniel FC Hayes	University of Maryland	DC
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
Herocia Hawkins	Tower Companies	DC
Philip Koopman	BicycleSPACE	DC
Elizabeth B. Boyd	Seabury Resources for Aging	DC
John Tsaknis	City Dental DC	DC
Sarah Scott	VIDA Fitness	DC
Susan Kolodziejczyk	National Geographic Society	DC
Kimberly Ford	NoMa Business Improvement District	DC
Curt S Hansen	Old City Market and Oven	DC
Alex Rixey	Fehr & Peers DC	DC

Lexie Albe	Southwest Business Improvement District	DC
Shannon Darling	District Wharf	DC
Christopher Mack	USCG HQ, Base NCR	DC
ToiAyna Thompson	U.S. Department of Agriculture	DC
Amelia Scholtz	American College of Cardiology	DC
Jennifer Zucker	Bethesda Transportation Solutions	MD
Robert Walker	Bladensburg Waterfront Park (M-NCPPC)	MD
Frank Stevens	City of Bowie	MD
Sophie Smith	Brunswick Main Street, Inc.	MD
Katie Hart	City of College Park	MD
David Manchias	Food and Drug Administration	MD
Kendall Tiffany	Transit Services of Frederick County	MD
James Carlson	Montgomery County Department of Transportation	MD
Anthony Berger	City of Gaithersburg	MD
Donatella Bennett	acac Fitness and Wellness Center	MD
Di Quynn Reno	Greenbelt Recreation	MD
Chris Militello	Arrow Bicycle	MD
George Clark	Tri-County Council for Southern Maryland	MD
Tiffany W. Jennings	Prince George's Co Dept Public Works & Transportation	MD
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
June Dixon	Maryland-National Capital Park and Planning Commission	MD
Rod Barnes	Town of Edmonston	MD
Lydia Chandlee	Cushman & Wakefield	MD
Heather Tinsley	Marriott International	MD
Jennifer Bolick	Van Eperen	MD

Michelle Golden	Montgomery County Government	MD
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
Renee Moore	BikeArlington	VA
Nohemy Miranda	Fairfax County	VA
Doreen Henry	Fairfax County Park Authority Cub Run RECenter	VA
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

Jeff Sikes	City of Falls Church	VA
John Nicklas	Fort Belvoir Safety Office	VA
Joshua Smith	Fairfax County Park Authority Lee District RECenter	VA
Rick Holt	Prince William Trails and Streams Coalition	VA
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
Sala Janneh	Palisades at Manassas Park	VA
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

Bertha Johnson	Woodbridge District Supervisor Franklin	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 www.BikeToWorkMetroDC.org 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

The banner features a green background with a stylized cityscape and bicycle wheels. The text is arranged as follows:

- Top Left:** "bike to work day 2020" with a logo showing a person on a bicycle and a city skyline.
- Top Right:** "ADAMS MORGAN AT UNITY PARK" in large, bold, dark blue letters. Below it, "Columbia Road/Champlain & Euclid Streets, NW" and "7:30 am to 9:30 am" in smaller white text.
- Center:** "BIKE TO WORK DAY 2020" in large, purple, stylized letters. The "2020" is significantly larger and incorporates two bicycle wheels as the zeros. An orange banner above the "2020" contains the text "Friday May 15" in white.
- Bottom Left:** A grid of logos for sponsors: COMMUTER CONNECTIONS, WABA (Washington Area Bicycle Association), GO Alex, URBANSTEMS, SPOKES (90% BICYCLES), ICF, Bike Arlington, BILTON, City Dental DC, Marriott International, VERRA (Standards for a Sustainable Future), and COMSTOCK.

Rack Card Front

Friday May 15

BIKE
TO WORK
DAY



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!



#BTWD2020

Rack Card Back



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

 Printed on recycled paper

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URBANSTEMS



COMSTOCK



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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!

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T-Shirt



Bike to Work Day 2020 Logo



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