



MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
March 9, 2022

1. Introductions

Committee members, guests, and other attendees introduced themselves by name and affiliation.

2. Meeting Minutes Approval

The minutes from the January 12, 2022 meeting were approved as written.

3. Regional Sponsor Drive

Commuter Connections secured nineteen regional sponsors for Bike to Work Day 2022, for a total of \$45,950 cash and in-kind sponsorships of \$9,250. Gold sponsors include ICF and UrbanStems; silver sponsors are Bilton Law Firm, BicycleSPACE*, BikeArlington, City Dental DC, National Landing, and Verra. Bronze sponsors include American Association of State Highway and Transportation Officials, bikes@vienna*, Blue Jacket, goDCgo, Fair Lakes League, Giant, the Maryland Department of Transportation, Potomac Pedalers, Prince George's Vision Zero, Three Points Cycles*, and the Virginia Department of Transportation.

*Contributing bicycle(s) for the regional raffle as part of sponsorship package,

4. Orientation Session Recap

Commuter Connections held an orientation session for new pit stop managers on February 10, 2022. Attendance was mandatory for new pit stop managers; backup pit stop managers were invited but not required to attend. The orientation's objective was to provide an informative session to establish a solid foundation about what's involved in running a successful Bike to Work Day pit stop event. The following veteran pit stop managers shared best practices during the meeting: Tia Carson, The Tower Companies; Renee Moore, City of Alexandria; and Di Quynn Reno, Greenbelt Recreation.

5. Web Launch/Registration Reports

Registration opened for the Bike to Work Day event on March 1, 2022 and was announced through social media channels. Beginning March 28, 2022, pit stop managers will begin getting weekly emails from WABA with a CSV list of registrants who have signed up their pit stop. List recipients should not use the information for purposes other than Bike to Work Day. Pit stop managers were asked to register for their own pit stop to get a sense for how the registration process works, and so that at least one record appears on the registration report.

6. Marketing Materials

A total of 65,000 Bike to Work Day marketing materials are being printed. Distribution is scheduled for the end of March, and Committee Members will receive quantities of 400 rack cards, 200 flyers, and 3 large posters per pit stop, unless otherwise arranged.

Spanish flyers will be distributed upon request. Commuter Connections will be conducting a mailing to employers within the region, which will include a flyer and cover letter. PDF's of the English and Spanish flyers are available on the Bike to Work Day website. Each pit stop will receive a large vinyl banner, approximately one month prior to Bike to Work Day. The banners will be 8' wide and 4' tall, and contain the same graphics as seen on the poster. Duplicate banners may be ordered directly through eSigns at a rate of \$60.95. The paid media and earned media plans for Bike to Work Day are under development.

7. Pit Stop Managers Progress Reports

Pit stop managers provided updates on activities planned for their local Bike to Work Day celebrations.

8. Other Business

Water Bottles are being ordered by BicycleSPACE for Bike to Work Day 2022. Interested pit stops who wish to place an order with BicycleSPACE to purchase water bottles may do so at the pit stop's expense and should contact Phil Koopman at BicycleSPACE for further details at 202.821.6717 (cell) or outreach@bicyclespacedc.com.

The Bike to Work Day 2022 proclamation signing will take place at the Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board (TPB) meeting on April 20, 2022. Pamela Sebesky, Vice Mayor, City of Manassas and TPB Chair, will sign the enlarged proclamation just prior to the meeting. During the Chair's opening remarks she will officially proclaim May 20, 2022 as Bike to Work Day in the Washington, DC region. The proclamation will be approved by the TPB's Steering Committee on April 1st.

COG/TPB staff is updating and reprinting regional bicycle maps and bicycling guides and will make them available at ICF during the Bike to Work Day T-shirt pickup dates.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, May 11, 2022 from 10:00 am to 11:30 am in the R. Kirby Training Center.