

**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
May 8, 2019**

1. Introductions

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

2. Meeting Minutes

The minutes from the March 13, 2019 meeting were approved as written.

3. Pick up of T-Shirts/Giveaways/Other Materials

Bike to Work Day T-shirts are being held in storage at ICF offices in Fairfax where a volunteer crew of Steering Committee members will be sorting the materials on Friday, May 10, 2019. Thanks to Kristin Frontiera from the Washington Area Bicyclist Association (WABA) for leading the sorting, and to the volunteers from throughout the region who are giving up their time to contribute to this essential and important purpose.

In addition to T-shirts, other items that will be available for pick up at ICF include assorted bicycle gear and accessories from BicycleSPACE, Commuter Connections Bicycling to Work Guides, Guaranteed Ride Home brochures, and Bike DC water bottles. Some designated pit stops will also receive Founding Farmers gift cards and City Dental DC goodie bags. Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 13 and 14, 2019 between 9:30 a.m. and 3:30 p.m.; no appointments are necessary. Upon arrival, check in with the main ICF visitor's area before proceeding to the loading dock. Upon exiting, ICF staff will have a sign out sheet to indicate what pit stop(s) each person picked up for.

Pit stop managers were asked through an online survey to select t-shirt size allocations; those who did not respond were given the default size breakdown 20% small, 30% medium, 30% large, 20% extra-large. All pit stops will be getting at least 10% more quantity above the final 2018 registration mark and new pit stops are getting 50 t-shirts.

Registrants who do not attend forfeit their t-shirt. Pit stops are under no obligation to set aside or mail any shirts to people who did not attend. The order of which registrants get shirts are as follows: First tier - bicyclists who registered, met the t-shirt cut off, and attend the pit stop. To determine t-shirt cut off, sort the registration list by date (oldest to most recent), and draw a line below the row equal to the given quantity of shirts. Second tier - bicyclists who registered, missed the cut-off, and attend may have a remaining shirt if they

stay until the end of the event. Last tier - walk-ups may have a shirt after the above have been satisfied. Walkup bicyclists should use their mobile devices to register on the spot at www.biketoworkmetrodc.org. Alternatively, have walkups fill out the paper registration form and register on their behalf by May 20, 2019. The paper form has required fields only. WABA will leave the online registration form up through May 20 and the last registration report will be sent out on May 21, 2019. The paper form will be made available in a follow-up message to the group.

4. Proclamation

At its April 17, 2019 board meeting, the National Capital Region Transportation Planning Board (TPB) members were given a Bike to Work Day presentation by Committee Chair Henry Dunbar, BikeArlington. The proclamation was approved recognizing Friday, May 17, 2019 as Bike to Work Day throughout the region. The enlarged Proclamation was signed by TPB Chairperson and Prince William Supervisor, Martin Nohe. Also present was Colin Browne, WABA. Photos were taken and posted to the Bike to Work Day web page and social media sites, and a Facebook live feed of the signing was streamed. Please forward any signed jurisdictional proclamations to COG for inclusion within the 2019 Bike to Work Day Event Report.

5. Marketing Materials

Pit stop managers were provided with printed materials and an outdoor banner to promote their local events well in advance. The radio spot newly produced for 2019 was played for the Committee and gold sponsors Go Alex, ICF, and Spokes Etc. Bicycles were mentioned. On-air talent at the following radio stations have recorded endorsement spots and are provided social media mentions: The Fan 106.FM WJFK, Hot 99.5, WASH FM, and WMZQ. Other paid marketing includes social media sites Facebook and Twitter, internet radio Pandora and Spotify, and a native article on WTOP.com entitled "Top 10 Benefits of Biking to Work". In addition, BTWD banner ads appear alongside the content.

6. Press Release – Elected Officials

Thus far, COG has sent out two press releases and placement has been made onto 80 online and print calendar listings. The first press release was issued in March announcing the opening of registration and the second mentioned ways to save money on commuting by bicycle, plus mentioned gold and silver sponsors. A third release will be sent on May 14, 2019 which will list elected officials and other notable dignitaries who plan to attend specific local pit stop events. Committee members were asked to notify COG via email by noon May 13, 2019 as to who has confirmed their attendance so their names and pit stop locations could be added to the press release.

7. Convoys/Registration Reports

Twelve Bike to Work Day convoys coordinated by WABA volunteers are listed on the website. All bicyclists are welcome to join one of the free convoys led by experienced



bicycle commuters. Bicyclists can join the convoy group at the start location or anywhere along the designated routes. Convoys travel throughout the region and often include popular employment centers, pit stops, and trails. Many of the Commuter Convoys end at the Freedom Plaza pit stop in downtown DC.

8. Progress Reports from Pit Stop Managers

Pit stop managers provided updates on activities planned for their local Bike to Work Day celebrations on May 17, 2019.

9. Other Business

Staff reminded the Committee that Bike to Work Day is a rain or shine event. Pit stops are encouraged to have a contingency plan to accommodate for inclement weather through the use of tents, or facilities such as building lobbies, parking garages, structures with overhead coverage etc. In the event of severe weather conditions in a pit stop's area of the region, it will be up to each individual pit stop manager to determine whether to postpone their local Bike to Work Day event. If a pit stop makes the determination to postpone or relocate their pit stop, they are responsible for informing registrants via email at least 24 hours in advance. The Committee was also informed that the location of each pit stop was provided to law enforcement representatives in the region through COG's Homeland Security and Public Safety department.

Pit stop managers were reminded to take photos of their local events for use as part of the September 2019 meeting slide show and within the Bike to Work Day 2019 Event Report.

The Next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, September 11, 2019 at 10:00 a.m.