



**BIKE TO WORK DAY
2020 EVENT STEERING COMMITTEE**

**MEETING NOTES
March 11, 2020**

1. Introductions

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

2. Meeting Minutes

The minutes from the January 8, 2020 meeting were approved as written.

3. Pit Stops

The grand total of pit stops for the Bike to Work Day 2020 event is 120. Several pit stops moved locations, and several changed host organizations, although the pit stops reside at the same locations. Nine pit stops are new for 2020 and are as follows: Alexandria - North Old Town, hosted by American Physical Therapy Association; Mt. Rainer, in Prince George's County Maryland, hosted by the Mt. Rainier Green Team; Dupont Circle, hosted by American Geophysical Union (AGU) at Glen's Garden Market; Brunswick, hosted by Brunswick Main Street, Inc; Arlington - Lee Highway hosted by Lee Highway Alliance; Arlington – Arlington Mill Community Center; Arlington – Rosslyn at Anytime Fitness; and two first time ever midday pit stops, Arlington – Ballston at TechSpace; and Arlington – Clarendon at MakeOffices.

4. Regional Sponsor Drive

Commuter Connections has secured 18 regional cash sponsors for a total of \$56,000 and six in-kind sponsors for a total of \$12,040. Gold cash sponsors include the City of Alexandria GO Alex, ICF, Spokes Etc. Bicycles, and UrbanStems. Silver sponsors are Bike Arlington, Bilton Law Firm, City Dental DC, Comstock Companies, Marriott International, and Verra. Bronze sponsors include American College of Cardiology, bikes@vienna, District Department of Transportation (goDCgo), Fair Lakes, Giant Food, Maryland Department of Transportation, Potomac Pedalers, and the Virginia Department of Transportation. Bike merchandise typically donated through BicycleSPACE will not be as plentiful this year, although patch kits will be provided. For this reason, pit stops should plan to secure raffle prizes independent to what may be available through BicycleSPACE.

5. Marketing Materials

A total of 100,000 Bike to Work Day marketing materials are being printed. Distribution is scheduled for next week. Most Committee members will receive quantities of 550 rack cards, 200 flyers, and 4 large posters per pit stop. Some will receive different quantities based on pre-arrangements. PDF's of the English and Spanish version flyers are available on the Bike to Work Day website for download; other file formats are accessible through Commuter Connections on a request basis. A quantity of printed materials will be available through Commuter Connections on a first come, first served basis. A mailing to 6,100 employers within the region, will also go out next week and will include a flyer and cover letter.

Each pit stop will receive a large vinyl banner with hems and grommets, 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. All banners are identical to each other, with exception to specific pit stop locations and times, which will reflect that of the pit stop webpages. Duplicate banners may be ordered and paid for directly through eSigns at a rate of \$59.86; any deviations from the original artwork will result in upcharges.

Nicholas Ramfos, COG/TPB staff, asked for pit stop manager volunteers to participate in podcasts to discuss what's happening at your events. Volunteers were asked to contact Mr. Ramfos directly at nramfos@mwcog.org. Several volunteers expressed interest.

6. Registration Reports

Pit stop managers will be getting weekly registration report emails beginning March 16, 2020 and daily reports beginning two weeks prior to the event. Pit stop managers who do not receive the registration emails or need assistance may contact Hannah Anderson-Dana with the Washington Area Bicyclist Association (WABA). WABA will build in capabilities to allow registrants to login and change their pit stop location. This feature will be available through Sunday, May 10, 2020.

7. T-shirt Sorting and Pickup

The delivery, sorting, and pick up dates for Bike to Work Day 2020 will be held at ICF in Fairfax, a week earlier than usual. Sorting will take place on Friday, May 1, 2020 and a group of ten or so volunteers will be needed. The pit stop manager pickup dates will be Monday, May 4 and Tuesday, May 5, 2020 from 9:00 am to 4:00 pm. Invoices will be sent to pit stops who ordered extra T-shirts. The extra shirts will be available at ICF, in addition to the base allotment quantities.

8. Progress Reports from Pit Stop Managers

Pit stop managers provided updates on activities planned for their local Bike to Work Day 2020 celebrations.

9. Other Business

Bike to Work Day listings have been submitted to 125 print and online event calendars across the Washington, DC metropolitan region. The Bike to Work Day proclamation approval and signing will

take place on April 15, 2020 at the National Capital Region Transportation Planning Board (TPB) meeting, held at COG.

Nicholas Ramfos, COG/TPB staff, informed the Committee that COG and WABA are monitoring the rapidly evolving COVID-19 pandemic as it relates to the Bike to Work Day event. Changes to the event, such as postponement or cancellation, will be evaluated in the coming days. An announcement should be expected no later than April 15, 2020.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, May 6, 2020.