

**BIKE TO WORK DAY
2022 EVENT STEERING COMMITTEE
MEETING NOTES
MAY 11, 2022**

1. Introductions

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

2. Meeting Minutes Approval

The minutes from the March 9, 2022 meeting were approved as written.

3. T-Shirt Pickup

Pickups will occur over a two-day period at ICF in Fairfax, VA on Monday, May 16, 2022 and Tuesday May 17, 2022 between the hours of 9:00 am and 4:00 pm. Labels will be adhered to the boxes with all pertinent information to identify each unique pit stop. Pit stop managers are urged to look carefully at box label(s) to ensure that items being picked up are for the correct pit stop(s). Other items at ICF will include Bicycling to Work Guides and Regional Bike Maps. There may be some dental goodie bags from City Dental DC for District pit stops. Steering Committee Members who will be volunteering their time to help sort the event T-shirts will be led by Judy Galen (Loudoun County) and will include James Carlson (Montgomery County), Sean Cullinane (National Institutes of Health), Traci McPhail (North Bethesda), George Phillips (Prince William County), Cindy Roeder (Town of Herndon), Mark Sofman (Montgomery County) and Charlie Strunk (Town of Vienna Bicycling Advisory Committee).

The T-shirt cut off for pit stop attendees is a fixed number and unique to each pit stop based on how many shirts a pit stop is allocated. To determine T-shirt eligibility, pit stop managers are to sort their registration lists by the "Created Date" column from (oldest to newest). Those who registered but do not attend forfeit their T-shirt. Registrants who met a pit stop's T-shirt cut off and attend may have a shirt. Bicyclists who registered and attend but missed the cut-off might get a shirt if they stay until the end of the pit stop event, and shirts remain. Lastly, walk-ups who didn't register but attend, may have shirts after the aforementioned have been satisfied.

Issues relating to registration reports or registrants who need to change pit stops after registering should be addressed with Colin Browne, Washington Area Bicyclist Association.

4. Marketing Update

Pit stop managers were supplied with printed marketing materials and large outdoor vinyl banners. The paid Bike to Work Day 2022 marketing campaign started the week of May 2, 2022 and runs until Bike to Work Day. The media includes traditional radio on WTOP, DC 101, 99.5

Hot FM, and a personal radio host endorsement on WJFK. The media buy also includes internet radio, social media paid posts and influencers, YouTube, digital website banners, and sponsored articles and newsletters. The :30 second radio spot and video were played.

5. Proclamation

A Proclamation recognized Friday, May 20, 2022 as Bike to Work Day throughout the Washington, DC metropolitan region and was signed at COG on April 20, 2022 by Pamela Sebesky, Vice Mayor, City of Manassas, and Chair of the National Capital Region Transportation Planning Board (TPB). The proclamation is available on the Bike to Work Day website.

6. Earned Media

Outreach is being conducted with media outlets to generate press coverage for Bike to Work Day 2022. An outreach toolkit was developed for eleven women's and minority organizations in the metropolitan Washington area to help them promote Bike to Work Day to their members. More than 70 online and print calendar listings have published. Broadcast media coverage thus far include interviews with Nicholas Ramfos, COG/TPB staff, on WJLA-7 news and with WHUR radio (Howard University). To date, there have been dozens of articles about Bike to Work Day, appearing in various print and online news outlets. A second press release will be sent by COG next week. Images created for social media will be shared with the Steering Committee as part of a follow up message.

7. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on the planning status of their local Bike to Work Day events.

8. Other Business

The Steering Committee was reminded to take photos on Bike to Work Day, if possible, for inclusion into the Steering Committee's photo slide show and event report. Those interested in recycling Bike to Work Day or other vinyl event banners are asked to coordinate with Susan Kolodziejczyk, National Geographic Society. Capital Bikeshare is offering free use of its system for non-members on Bike to Work Day. Lastly, Bike to Work Day is a rain or shine event. Pit stops are encouraged to make contingency plans to accommodate for possible inclement weather. In the event of severe weather conditions, it will be up to each individual pit stop manager to determine whether or not to postpone their own local BTWD 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 next Bike to Work Day Steering Committee meeting will be held on Wednesday, September 14, 2022 from 10:00 – 11:30 a.m.