



**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
May 5, 2021**

1. Introductions

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

2. Meeting Minutes Approval

The minutes from the March 10, 2021 meeting were approved as written.

3. T-Shirt Pickup

Due to the COVID pandemic, this year's T-shirt pickups at ICF in Fairfax have been scheduled by appointment only through Survey Monkey. Pickups will occur over a four-day period, weekdays starting Thursday, May 13, 2021 through Tuesday, May 18, 2021, between the hours of 7:00 AM and 4:00 PM. Every pit stop will be assigned a unique number and correspond to the same unique number on the boxes. Labels will be adhered to each box with all pertinent information to identify the associated pit stop. Other items at ICF include Bicycling to Work Guides (25 per pit stop) and all-new Regional Bike Maps (15 per pit stop).

Pit stops should determine their T-shirt cut off by how many are allocated and matching them to the equivalent number of corresponding attendees in order of when they registered. Registrants who don't attend forfeit their t-shirts. Bicyclists who register and attend but missed the pit stop's cut-off should leave the pit stop area and come back shortly before the pit stop's ending hours to see if any T-shirts remain. Lastly, walk ups who didn't register may have a shirt, after all the above conditions have been satisfied.

4. Marketing Update

Pit stop managers were supplied with marketing materials in early May. Flyers, rack cards, and large format posters were made available. The flyers were also created in Spanish. PDF versions of both English and Spanish flyers are on the BTWD website for download. The paid Bike to Work Day 2021 marketing campaign starts the week of May 10, 2021 and runs until Bike to Work Day. The media includes El Zol (Hispanic radio), Pandora and Spotify (internet radio), YouTube, digital banners on WTOP.com and www.sourceofthespring.com, and a sponsored article on popville.com.

5. Proclamation/Earned Media

The BTWD Proclamation recognized Friday, May 21, 2021 as Bike to Work Day throughout the Washington, DC metropolitan region and was signed at a virtual meeting

held through COG on April 2, 2021 by DC Councilmember Charles Allen, the Chair of the National Capital Region Transportation Planning Board. The proclamation is on the website under Event Info. Outreach is being conducted with media outlets to generate press coverage for the Bike to Work Day event. Women's and minority organizations are also being reached.

6. Progress Reports from Pit Stop Managers

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

7. Other Business

For issues relating to registration reports or changing registrants from one pit stop to another, contact Colin Browne at WABA colinbrowne@waba.org.

The Steering Committee was reminded that Bike to Work Day is a rain or shine event. Pit stop managers are encouraged to make contingency plans to accommodate for inclement weather. In the event of severe weather conditions, and it will be up to each individual pit stop to determine whether or not to postpone their own local BTWD event. If a pit stop manager 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 8, 2021 from 10:00 – 11:30 a.m.