



**BIKE TO WORK DAY STEERING COMMITTEE 2021 EVENT
MEETING NOTES
January 13, 2021**

1. Introductions

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

2. Meeting Minutes

The minutes from the November 4, 2020 meeting were approved as written.

3. Sponsorship Update

Commuter Connections has secured three additional regional cash sponsors since the previous Steering Committee meeting. To date, the grand total stands at \$34,400 which includes last year's remaining sponsors, bringing the assumptive T-shirt goal approximately \$11,000 away. The 2021 Bike to Work Day regional sponsorship drive runs through January 29, 2021. Gold sponsors are the City of Alexandria's GO Alex and ICF; Silver sponsors are BikeArlington, City Dental, Marriott, and Verra; and Bronze sponsors are the American Association of State Highway and Transportation Officials, American College of Cardiology, Fair Lakes League, Giant, and the District, Maryland, and Virginia Departments of Transportation. A lack of sufficient funds will require the ordering of fewer T-shirts, white T-shirts, or a combination thereof.

4. Modified Poster Concepts

Three modified versions of the 2020 Bike to Work Day poster were presented to the Steering Committee for use in 2021. A live poll was conducted during the online meeting and the version identified as "Poster A" was selected by 85 percent of 40 respondents.

5. Pit Stop Manager Questionnaire

An online questionnaire for pit stop managers was sent on December 11, 2020. The survey aims to confirm whether pit stops are still on board to host a local Bike to Work Day event on May 21, 2021. Other key purposes of the questionnaire are to gain the most up to date contact and back up contact information and for pit stops to indicate what T-shirt size percentages are desired.

6. Orientation Session for Beginner Pit Stop Managers

Commuter Connections will be hosting an orientation session for new pit stop managers in early February 2021. The orientation will be open to all backup pit stop managers as well. Several veteran pit stop managers will participate and lend their expertise. The objective is to provide a solid foundation and realistic expectations about what's involved and how to prepare for a successful pit stop.

7. Food and Beverage

The 2021 event will likely see a different approach to food and beverage due to the coronavirus

pandemic. Only individually wrapped items should be offered, such as bottled drinks, breakfast bars, and bananas and oranges. In general, pit stops will need to scale back plans compared to past years by offering just the basics in order to provide a disincentive for attendees to stay beyond the time needed to pick up a T-shirt. For example, no entertainment should be present and raffles should be conducted using a “winner need not be present” system. Both staff and participants should follow proper health and safety protocols by wearing facemasks, making hand sanitizer available, and organizing T-shirt lines in a six feet apart designated fashion. After receiving a T-shirt, attendees should depart or find a nearby socially distanced area away from the immediate pit stop location to take a respite before heading off to their final destination.

8. Pit Stop Managers Roundtable

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

9. Other Business

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 10, 2021 from 10:00 – 11:30 a.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).