



**BALTIMORE
METROPOLITAN
COUNCIL**

AGENDA

BIKE TO WORK DAY COMMITTEE

THURSDAY, AUGUST 20, 2020

1:00 – 1:30 P.M.

Join: <https://global.gotomeeting.com/join/717309669>

Dial in: +1 (872) 240-3212 | **Access Code:** 717-309-669

1500 Whetstone Way | Suite 300 Baltimore, MD 21230-4767

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1. Welcome
2. [B2WW and Cycle September Plan](#) and Key Dates
 - a. Registration Open – August 6
 - b. BMC Email Blasts – August 9, August 25
 - c. Order t-shirts - to be distributed to bike shops - August 31 (for arrival on 9/17)
 - d. Last day to register for a pit stop - 9/19 (can request shirt by mail after this date)
 - e. Send registration lists to bike shop pit stops - 9/20
 - f. Bike to Work Week – Sept 21-27
3. [BMC Social Media Plan](#) – ongoing
 - a. B2WW Assets [Link](#)
 - b. Cycle September Assets [Link](#) – Tag LovetoRide on all posts – Facebook and Twitter @lovetoride, Instagram @lovetorideglobal
 - c. BMC social media schedule [Link](#)
 - d. Outreach sample emails for Comms Dept, Chambers of Commerce, Downtown Partnerships, HOAs, County agencies. [Link](#)
4. B2WW Prizes
 - a. Sept 21-27: Raffle drawings to partner bike shops every day of the week
 - b. Grand Prize: Bike Trainer with 1 year app subscription
5. LTR Cycle September Challenge – Sept 1-30
 - a. [Local Prizes](#)
 - b. \$500 early bird raffle – register by August 31
 - c. B2WW – share your photo or story and enter raffle every day of the week
 - d. Ongoing prizes throughout the month
 - e. Leaderboard winner certificates
6. General Discussion

Adjournment

Next Meeting – TBD