

The 2015 UCI Road World Championships: Engaging State Employees

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CHERYL OPENSHAW, DEPUTY DIRECTOR, DRPT

REX PYLE, IT DIRECTOR, VDEM

MIKE REINHOLTZ, AUDIT DIRECTOR, APA

MATT WELLS, SPECIAL ADVISOR TO THE COMMISSIONER, DMV

STEPHANIE WILLIAMS, DEPUTY DIRECTOR, DHR

September 19-27, 2015: All Eyes on Richmond

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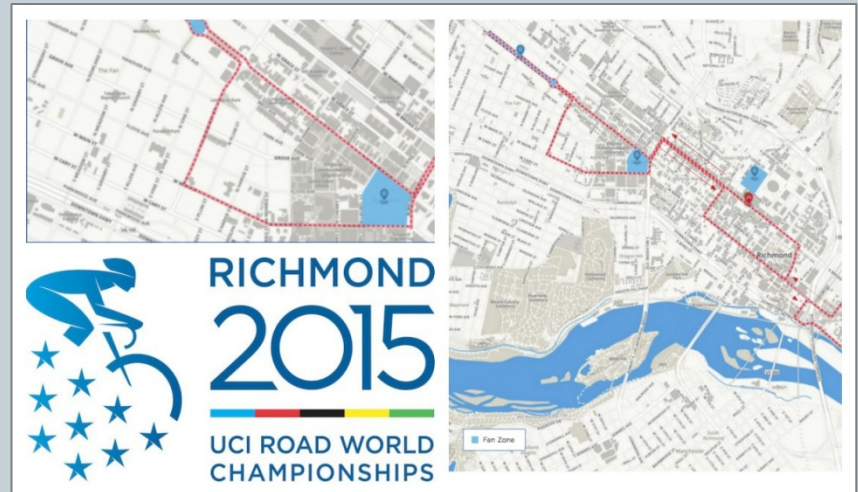
- 450,000 spectators expected in Richmond
- 1,000 athletes participating
- International television audience in the hundreds of millions
- Potential for increased tourism and other revenues for Virginia
- Economic impact for Virginia estimated at \$158.1 million in addition to \$5 million in state tax revenue



Challenges

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- **Logistical challenges and coordination among many stakeholders**
- **Communications with state employees who work in impacted areas**
- **Cycling is not yet a mainstream sport in the US**
- **Our focus: Engage state employees to participate and enjoy the event, rather than be intimidated and frustrated by it**



What's Already Underway

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- Race website and Twitter account for state employees
- Communications plan
- Planning meetings in state government via working groups
- Coordination among stakeholders, including state agencies, local government, law enforcement, local businesses, etc.



Opportunities

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Three-pronged approach to engage state employees across the Commonwealth:

- **Promote volunteerism and charitable fundraising**
- **Engage metro Richmond employees**
- **Engage employees statewide**

Volunteerism and Charitable Fundraising

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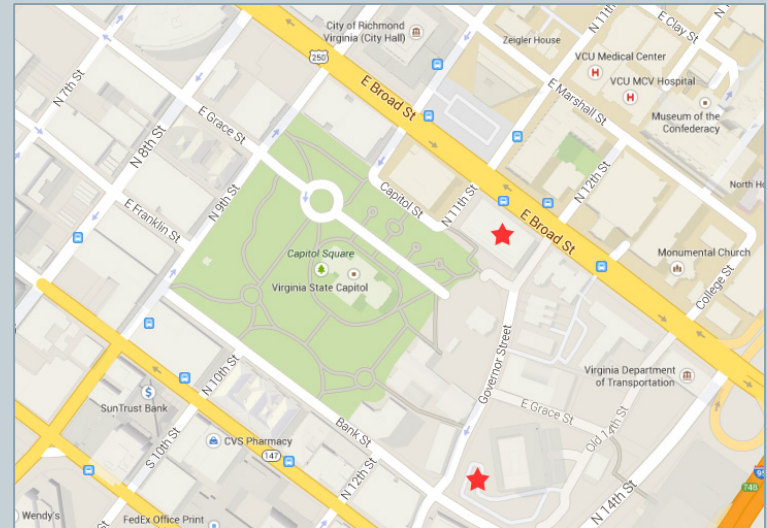
- Encourage Executive Branch employees to use community service leave to volunteer (Governor)
- Encourage coordination with Richmond2015 to fill approximately 3,000 4-hour volunteer shifts (DGS)
- Develop competitions to encourage state employees to volunteer (DHRM)
- Develop fundraising opportunities related to the race (CVC)



Engage Metro Richmond Employees

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- Coordinate with Société2015 to obtain discounts from local businesses (DGS)
- Work with Richmond2015 to integrate employees into race-related events (DGS and DHRM)
- Provide viewing opportunities for state employees (DGS)
- Develop downtown event on Friday, Sept. 25, to include open house at Governor's Mansion (Governor)



Engage Employees Statewide

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- Work with charities and Virginia Bike Federation to organize bike rides in CommonHealth Districts (DHRM)
- Partner with CommonHealth and Virginia Tourism Corporation to create “Bike Scenic Virginia” CommonHealth Governor’s Challenge (DHRM)



Face of the Race

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Engage with participating Richmond cyclist Ben King to be the “Face of the Race” for Virginia

Conclusions

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- **Watershed moment for Virginia tourism on the international stage**
- **Involve and excite all state employees, in Richmond and beyond through:**
 - Volunteerism and charitable fundraising
 - Engage metro Richmond employees
 - Engage employees statewide

Questions?

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