



BIKE TO WORK DAY STEERING COMMITTEE

MEETING NOTES

Wednesday, March 9, 2016

1. Introductions

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

2. Meeting Minutes

The minutes from the January 13, 2016 meeting were approved as written.

3. Regional Sponsor Drive

Commuter Connections has secured eighteen regional cash sponsors to date, for a total of \$43,350. Bike to Work Day (BTWD) Gold sponsors include Takoma Bicycle, REI, and ICF International. Silver sponsors include Marriott International, Bike Arlington, JBG Companies, BicycleSPACE, and City of Alexandria. Bronze sponsors include Potomac Pedalers, AAA Mid-Atlantic, AASHTO, Crystal City, Fair Lakes League, Bikes@vienna, Toole Design Group, goDCgo, and Giant Food. In addition, REI, bikes@vienna, and BicycleSPACE are donating bicycles for the regional raffle, and BicycleSPACE is donating various bike accessories for pit stop raffles.

4. Marketing Materials

The BTWD marketing materials are currently at the printer; a total of 90,000 items were printed. Distribution will start next week, and most Committee members will receive quantities of 600 rack cards, 275 small posters, and 6 large posters. Other Committee members will receive other quantities based on specific expressed needs, and some will also receive small Spanish posters. Next month Commuter Connections will be conducting a mailing to employers within the region which will include a small poster and letter. A PDF of the poster is available on the BTWD web site, and is available in eps format on a request basis through Commuter Connections.

5. T-Shirts/Banners

The T-shirts will be dark heather (gray) with a yellow imprint. A total of 15,000 T-shirts will be available for pick up at ICF in Fairfax on Monday and Tuesday, May 16th and 17th. After funding the T-shirts, enough sponsor dollars remain for a vinyl banner for each pit stop. Pit stops were asked to check the event web site and review their local pit stop web page details for accuracy, as that information will be reflected on the banners.

6. New Pit Stops

BTWD 2016 will have a grand total of 83 pit stops. Two pit stops from 2015 will no longer be part of the event; Merrifield W&OD Trail, and the Falls Church afternoon pit stop. Six new pit stops were added for 2016; three in DC, one in Maryland and two in Virginia, for a net gain of four more pit stops. New pit stops for 2016 include: DC Union Market NE, DC Ivy City NE, DC Franklin Square NW, MD University of MD, VA Ft. Belvoir, and VA Shirlington afternoon event at the New District Brewing Company.

7. Progress Reports from Pit Stop Managers

Pit stop managers provided updates on activities planned for their local BTWD celebrations to be held on May 20th.

8. Registration Reports

Registration report emails are scheduled to go out starting March 10th and continue up through BTWD. The emails will come from Salsa Labs and will contain a link to download registration data of each managed pit stop. Download instructions were distributed at the meeting and will be emailed to the pit stop managers as part of the meeting follow up. Pit stop managers were asked to register for their own local events to see how the process works. Doing so will also provide at least one record to populate their first registration report. This year there will be more frequent reporting of the BTWD registration information. Rather than limiting registration reports to a weekly basis, each pit stop manager will now receive daily reporting as to their pit stop's registration progress. Pit stop managers who do not receive the registration emails, or need assistance may contact Michelle Cleveland at michelle@waba.org.

9. Other Business

The Metropolitan Washington Council of Governments (COG) will be sending out an official press release to coincide with next week's National Capital Region Transportation Planning Board (TPB) meeting to announce the official opening of the 2016 BTWD registration. The BTWD proclamation will take place at the April 20th TPB meeting.

In order to grow the BTWD event, Commuter Connections and the Washington Area Bicyclist Association (WABA) staff will be reaching out to women and minority groups, who will be asked to promote BTWD to their members. Tools will be provided to make it easy to do so. Furthermore, organizations will be encouraged to host a WABA seminar on bicycle commuting. We are seeking influential woman and minority leaders who would make good public advocates for BTWD, to endorse the event during media interviews, and social media posts.

Phil Koopman from BicycleSPACE will be coordinating the BTWD water bottles for 2016. The quantity minimum is 50 and pit stop organizers may add their own logo with a minimum of a 200 bottle order.

The next Bike to Work Day meeting is scheduled for Wednesday May 11, 2016.