

**Bike to Work Day 2012 Steering Committee
Meeting Notes
Wednesday, May 9, 2012**

1. Introductions

2. Approval of Minutes

The minutes from the March 14, 2012 meeting were approved as written.

3. Pick up of T-Shirt/Giveaways/Other Materials

The 2012 lime green T-Shirt was unveiled to the Committee and passed around for closer inspection. Bike to Work Day T-Shirts are being stored at ICF International offices in Fairfax within a secure storage location on the ground level of the 9300 building. Sorting will be managed by WABA staff and accomplished with a team of volunteers from various pit stops. WABA will be taking a snapshot of each pit stop's registration numbers just prior to sorting. Extra T-Shirts will be divided among pit stops based on pit stop size.

Other items that will be available for pick up at ICF include Metro's new bike brochure, Commuter Connections Bicycling to Work guides, ozone magnets from Clean Air Partners, Specialized bike helmets from City Bikes, BicycleSPACE patch kits and other assorted bicycle gear and accessories from Topeak, Green Guru, Timbuk2, and OnGuard Locks. Pick up will occur next Monday and Tuesday of next week between 9am-4pm. A dolly will be made available and ICF staff will provide assistance where needed.

4. Web Site Enhancements

The 2012 event web site was demonstrated for the Committee which features tabs for employer resources, event info, first time rider info, registration and sponsors. The web site was designed and managed in-house by COG/TPB staff. The site was updated

with relevant graphics to reflect the marketing look and feel of the 2012 poster. The Twitter and Facebook event sites followed suit. Recent enhancements to the event web site included rotating photos and sponsor logos on the home page, and news articles under the Event info tab.

5. Radio

A :60 second radio ad began running on April 30th at an average of seventy spots per week over three weeks. The stations which were part of the media buy include DC 101, ESPN and WJFK. The radio spot was played for the Committee as well as the personal endorsement spot by ESPN radio personality Andy Polin, an avid bicycle commuter.

6. Proclamation/Press Release

At its April meeting at COG, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday May 18th as Bike to Work Day throughout the Washington Metropolitan Region. The proclamation was enlarged and signed by Chairperson Todd Turner of the City of Bowie. Photos were taken and posted to the Commuter Connections Bike to Work Day web page.

COG/TPB staff developed a Bike to Work Day earned media strategy and coordinated media interviews. A pre-event press release citing that registration had officially opened plus a calendar posting were sent to media outlets in April. A second pre-event press release was sent in early May with the title of "First step to big savings for commuters." Next Monday a press release will be sent to the news media mentioning elected officials planning to be in attendance. A final press release will be sent the day of the event.

7. Progress Reports from Pit Stop Managers

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

8. Other Business

WABA staff and volunteers have placed boots on the ground by setting up along bike lanes/trails/routes to sign up bicyclists and other passerby's for Bike to Work Day.

Extra rack cards were available at the meeting; attendees were encouraged to grab a sleeve.

**Next BTWD meeting is scheduled for Wednesday
September 12, 2012 10:00 a.m.**