



Bike to Work Day 2013 Steering Committee

Meeting Notes

Wednesday, March 13, 2013

1. Introductions

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

2. Approval of Meeting Minutes

The notes from the January 9, 2013 meeting were approved as written.

3. Posters and Rack Cards

The posters and rack cards are currently at the printer and PDF's are available on the web site in both English and Spanish. A total of 40,000 rack cards and 35,000 posters are being made, plus 500 flyers in Spanish. Distribution will start next week and shipment will be sent based on quantities requested by the Committee members. No response from committee members will result in the default number of materials, 500 rack cards and 300 flyers. Commuter Connections will be conducting a mailing to employers in the region which will include a flyer and letter.

4. Banners/ Print Ads

Banner art is in the process of being created for each of the pit stops through Fast Signs - Herndon/Reston, who were selected during a competitive bidding process. Gold and Silver sponsor logos will appear on the banners and the location and time information for each pit stop will be an abbreviated reflection of what's on the event web site. Banners will be delivered to the pit stop managers around the middle of April.

5. Registration Reports

The registration report emails are scheduled to go out weekly, each Thursday evening though the week after the event. The email will come from Salsa Labs and will contain a link that will allow you to download your pit stop's registration data. Download instructions provided by WABA will be emailed to the pit stop managers through Commuter Connections as part of the meeting follow up. The registration reports are not in real time, instead reflect a weekly snapshot, they are however cumulative. Pit stop managers who do not receive the registration emails are advised to check their junk/spam folder first and contact Greg Billing at WABA if there are any issues.

6. Convoys

The majority of convoys listed on the event web site were carried over from the previous year. WABA will attempt to gain confirmation from the convoy leaders as to their continuation. Each bike to work day convoy is led by experienced bicycle commuters and travel throughout the region. Most but not all convoys end at Freedom Plaza in downtown, D.C. Signup for convoys is not required or available; however participants are encouraged to touch base with the leader. Additional convoys will be added as volunteers come forward.

7. Water Bottles

Phil Koopman from BicycleSPACE will be placing an order for Bike to Work Day water bottles. More details to follow via email from Commuter Connections. Upon receipt of the water bottle description and cost details, interested pit stops can respond back to Mr. Koopman directly and work out the billing arrangements through BicycleSPACE.

8. Progress Reports from Pit Stop Managers

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

9. Other Business

Left over funds in the marketing budget after paying for the T-Shirts and banners will be used for advertisements in a few newspapers such as the Express.

Local sponsors who support a pit stop can be recognized by having their logos appear on the pit stop's web page. In order to accomplish this, please send Douglas Franklin dfranklin@mwkog.org a high quality logo and the company's web link.

WMATA will host two pit stops this year, at the Cheverly and West Hyattsville Metro Stations.

The next Bike to Work Day Committee meeting is scheduled for Wednesday May 8, 2013.