



## **BIKE TO WORK DAY STEERING COMMITTEE**

### **MEETING NOTES**

**Wednesday, May 11, 2016**

#### **1. Introductions**

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

#### **2. Meeting Minutes**

The minutes from the March 9, 2016 meeting were approved as written.

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

The T-shirts are being held in storage at the ICF International offices in Fairfax. A volunteer crew of Bike to Work Day Steering Committee members will be sorting the materials on May 13. Volunteers are asked to bring a box cutter and Sharpie marker in order to open and identify items for each pit stop. To avoid confusion between similar sounding pit stop names, volunteers are asked to write the pit stop's state initials and full pit stop name on each box. In addition, sorting volunteers should mark the total quantity of boxes being allocated to each pit stop, for example 1 of 3, 2 of 3, etc. Thanks to Michelle Cleveland and Ben Wokas from the Washington Area Bicyclist Association (WABA), Karen Reinstein – NoMa, David Manchas – FDA, Nohemy Miranda and Nicole Wynands - Fairfax County, Kelly O'Brien - City of Fairfax, Michelle Mejia - NIH, Traci McPhail - North Bethesda, Mark Sofman and Nakengi Byrd - Montgomery County, Judy Galen - Loudoun County, and Kendall Tiffany - Frederick County.

In addition to T-shirts, other items that will be available for pick up at ICF includes assorted bicycle gear and accessories from BicycleSPACE, Commuter Connections Bicycling to Work guides, and other bicycle related literature. Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 16th and 17th. Neighboring pit stops are encouraged to combine pick-ups. No appointments are necessary. Upon arrival, please check in with the main ICF visitor's area before proceeding to the loading dock. A dolly will be made available, and ICF staff will provide assistance upon request. The ICF contact for Bike to Work Day is Matt McKinney. To determine the T-shirt cut off, sort the registration list by the date/time stamp (oldest to most recent), and draw a line below the row equal to the given quantity of shirts.

#### **4. Proclamation**

At the National Capital Region Transportation Planning Board's (TPB) April meeting at the Metropolitan Washington Council of Governments (COG), a Bike to Work Day presentation was given and a proclamation was approved recognizing Friday, May 20th as Bike to Work Day throughout the Washington metropolitan region. The enlarged proclamation was signed by City of Alexandria Councilmember and TPB Chair, Timothy Lovain. Also present were Nicholas Ramfos, COG/TPB Director of Transportation Operations, and Greg Billings, Executive Director WABA. Photos were taken and posted to the Bike to Work Day web page and social media. Also on board for the photo were TPB members Bridget Newton, Mayor, City of Rockville, and Elissa Silverman, DC Councilmember.

#### **5. Radio**

A :60 second radio ad began airing on May 1, and will run more than 400 times over a three-week period. The stations which were part of the media buy included DC 101, Hot 99.5, WPGC, and WASH. As part of an effort for Bike to Work Day to better resonate with more women, a female announcer was used for the recording.

#### **6. Earned Media**

COG has sent out two press releases thus far, titled 'Registration Now Open for D.C. Region's 16th Annual Bike to Work Day' and 'Metro DC's Bike to Work Day Expands its Reach to Women and Minorities'. Notable press coverage to date has included the Washington Post and WTOP. COG will send out a third release listing elected officials and other notable VIP's who plan to attend pit stop events.

Several videos were produced by COG to promote bicycling. The short clips featured female TPB members Cathy Hudgins, Fairfax Supervisor; Elissa Silverman, DC Councilmember; and Kerry Russell, City of Frederick Alderman. The videos were released on YouTube and posted on social media.

Several area women and minority community bicycle leaders provided permission to COG to profile them on social media and featured in Commuter Connections' updated bicycling to work guide. Those who participated included Sterling Stone of Gearin' Up Bicycles, and Lia Seremetis, DC Bike Party founder. Gearin' Up Bicycles provides access to quality, affordable used bicycles for those in need and empowers and employs young adults from underserved communities. DC Bike Party is a free monthly ride to explore the District via bicycle, and a post-ride events.

## **7. Progress Reports from Pit Stop Managers**

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

## **8. Other Business**

Michelle Cleveland of WABA mentioned the Really Big Bike Weekend, which encompasses three major WABA affiliated events starting with Bike to Work Day on May 20th. The Saturday after Bike to Work Day is Tour de Fat, a free traveling event sponsored by New Belgium Brewing Company, taking place at Yards Park in the Capitol Riverfront area. Sunday is DC Bike Ride, a 17 car-free mile biking event, starting and ending at the U.S. Capitol building. More information can be found at [www.waba.org/rbbw](http://www.waba.org/rbbw).

Nick Russo from WABA has coordinated with bicycling commuter convoy leaders and confirmed all Bike to Work Day convoys for 2016. Routes and maps are listed on the web site including a new feature which overlays pit stops where convoys stop along their journey. Most of the convoys end at Freedom Plaza.

COG is creating a Bike to Work Day Flickr group to share with the Committee once available. Flickr is an image hosting and video hosting website used to share photographs. Anyone with a Flickr account can upload Bike to Work Day photos.

Staff reminded the Committee that Bike to Work Day is a rain or shine event. Pit stops are encouraged to have a contingency plan ready to accommodate for any potential for inclement weather through the use of tents, indoor facilities, and structures with overhead coverage. It remains each individual pit stop manager's prerogative to determine whether or not to cancel their own local pit stop event, based on weather conditions. If a pit stop makes the determination to cancel or relocate, they are responsible for notifying registrants via email, at least 24 hours in advance.

The Next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, September 14, 2016 at 10:00 a.m.