

**MEETING NOTES  
BIKE TO WORK DAY STEERING COMMITTEE**

**Wednesday, November 14, 2007  
Metropolitan Washington Council of Governments  
10:00 a.m. – 11:30 p.m.  
Meeting Room 3, First Floor**

**1. Introductions**

**2. Approval of Minutes from September 5, 2007 Meeting**

The minutes were approved as written.

**3. Approval of 2007 BTWD Report**

Nicholas Ramfos, COG/TPB staff presented the final draft of the 2007 Bike to Work Day report and asked for approval of the document. The document was previously presented in draft format at the September 5, 2007 meeting and edits were due back by October 12, 2007. The committee approved the document with minor changes, notably the inclusion of the University of Maryland to the list of employer participants and the inclusion of DDOT and VDOT staff under the acknowledgements section.

**4. Event Date and Rider Goal**

The date of the event will occur on Friday May 16, 2008 and the registration goal for 2008 was set at 7,300, approximately 10% above the previous year's final registration number.

**5. Sponsor Update**

Douglas Franklin from COG distributed the updated sponsor declaration form, noting that the 2008 sponsor levels will continue at the same amounts as the previous year. The major distinctions among levels are radio for \$7,000, T-Shirt for \$4,000 and the poster for \$1,000. The updated form includes the new 2008 logo and the T-Shirt quantity has been increased to \$7,000.

Mr. Franklin announced that Commuter Connections has renewed the services of a contractor to raise cash donations for the event and that letters were sent out to prospective sponsors back in October. In addition, the Commuter Connections fall newsletter contained a call for

sponsors article. The initial deadline for sponsor notification is December 31, 2007 and the drop dead for written sponsorship commitment in order to guarantee presence on the poster is Jan 31, 2008. High resolution logo art is also required by this date.

Several sponsors from last year have verbally committed to sponsoring the event in 2008. Steering committee members were also encouraged to submit ideas and leads for possible 2008 regional cash sponsors. Ideas from the committee included GEICO and Blue Cross/Blue Shield.

## **6. Pit stop Renewal and New Pit Stop Suggestions**

Eric Gilliland from WABA mentioned the possibility of having a second pit stop in the District on Capitol Hill. Another suggestion was Prince William County. Douglas Franklin mentioned that he would contact all pit stops from last year that have either not yet attended any of the 2008 Steering Committee meetings or have not already pledged renewal to host a pit stop for the 2008 event.

## **7. Marketing Materials Approach**

Douglas Franklin mentioned that several 2008 BTWD poster concepts would be presented to the steering committee at the January 9th meeting. Once approved, Commuter Connections will translate it into a rack card.

Hoping to be inspired by a color treatment used by the graphic artist in one of the poster concepts, the Steering Committee would like to wait until the poster concepts are presented before deciding on a final color theme for the T-shirts. It must be noted however, that if not enough sponsor dollars are raised for the higher cost of color T-shirts, then white T-shirts will need to be purchased for the event.

## **8. Highlights of Bicycling to Work Data from the U.S. Census Bureau Report**

Eric Gilliland stated that he would present this item at the next meeting.

## **9. Other Business**

Douglas Franklin distributed an email response sent by Eric Gilliland to a representative of "Ride to Work Day", an event promoting motorcycle and scooter riding as a way to reduce congestion and fuel consumption. Montgomery County Executive, Ike Leggett and Commuter Connections

were copied on the response. An initial Leggett email suggested the possibility of incorporating Ride to Work Day into the Bike to Work Day event. Steering committee members were not in favor of the concept. As a result, the WABA response stated that the BTWD event will remain focused on bicycle commuting and to perhaps include motorcycle and scooter riding in the next Car Free Day to occur in the fall of 2008.

As an agenda item suggestion for the next meeting, committee members asked to include a discussion on convoy planning.