



**MEETING NOTICE AND AGENDA
BIKE TO WORK DAY STEERING COMMITTEE
March 11, 2015**

1. Introductions

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

2. Approval of Meeting Minutes

The January 14, 2015 meeting notes were approved as written.

3. Regional Sponsors

Commuter Connections has secured eleven regional cash sponsors to date, for a total of \$47,100. Gold sponsors include Marriott International, REI, and ICF International. Silver sponsors include Bike Arlington, JBG Companies, 495/95 Express Lanes (Transurban), BicycleSPACE, KIND Healthy Snacks, Local Motion (City of Alexandria), and Earth Justice. Bronze sponsors include Crystal Ride (Crystal City BID), Potomac Pedalers, The Coalition for the Capital Crescent Trail, General Dynamics, AAA Mid-Atlantic, bikes@vienna, and Kimpton Hotels & Restaurants.

4. Marketing Materials

The marketing materials are currently at the printer and a PDF of the poster is available on the web site. Distribution will start next week and most Committee members will receive the default quantity of 600 rack cards, 200 flyers and five large posters. Other Committee members will receive various quantities based on specific needs, as well as Spanish flyers. Commuter Connections will be conducting a mailing to employers within the region in April which will include a flyer and letter. The flyer is available in eps format on a request basis.

5. Banners

Enough sponsor funds were raised for the purchase of 8' x 4' banners. The location and time information for each pit stop banner will be an abbreviated reflection of the pit stop web pages. It is imperative to communicate any web site inaccuracies to Commuter Connections. Contact Doug Franklin at dfranklin@mwcoq.org if there are any changes required to the web site. Banners will be completed around mid-April and delivered to the pit stop managers directly.

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

Gold and Silver sponsor logos will appear on the banners. In addition to serving as a colorful backdrop to local pit stop events, if possible, banners should be used as a marketing tool leading up to Bike to Work Day in order to generate more registrants.

6. Other Marketing

Newspaper ads promoting Bike to Work Day will be placed by Commuter Connections into a few select publications.

7. T-Shirts

Bike to Work Day for the first time ever will have 50/50 blend cotton/polyester material shirts which provide better wicking properties than 100% cotton. The T-shirts will be bright orange with a blue imprint.

8. 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 15th.

9. Registration Reports

Weekly registration report emails are scheduled to go out each Thursday beginning late March. The email will come from Salsa Labs and will contain a link to download registration data of managed pit stop(s). Download instructions provided by WABA were distributed at the meeting and 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, but instead reflect a weekly cumulative snapshot.. Pit stop managers who do not receive the registration emails are advised to check their junk/spam folder first and contact Michelle Cleveland at michelle@waba.org if there are any issues.

10. Elected Officials /VIP's

In early April, WABA will send a general invitation letter to a pre-approved list of elected officials and other VIP's in the region, to encourage their participation in Bike to Work Day. A list of all pit stop manager contact information will be provided along with the letter. Please contact either WABA or COG to add names to the list of invitees. The letter will ask officials to RSVP to the pit stop of their choice. Once an official/VIP contacts the pit stop and expresses interest in attending, it will be the pit stop's responsibility to follow up with them at a later date to confirm attendance, and provide any special instructions about their role.

11. Convoys

The convoys listed on the event web site were carried over from the previous year. WABA will seek 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.

12. Other Business

Phil Koopman of BicycleSPACE will coordinate water bottle orders.

A proclamation for Bike to Work Day will be held at the April Transportation Planning Board meeting at COG.

The next Bike to Work Day meeting will be held on Wednesday May 6, 2015.