

**Bike to Work Day Steering Committee
Meeting Notes Wednesday, September 8, 2010**

1. Introductions

2. Change of Chairperson

Kristin Haldeman, WMATA, was welcomed as the new Chair of the Bike to Work Day 2011 Steering Committee. Gabe Ortiz, City of Alexandria, was recognized with a plaque for his service as 2010 Committee Chair.

3. Approval of Minutes from May 12, 2010 Meeting

Minutes were approved as written.

4. 2010 Press Coverage

Extensive press coverage for Bike to Work Day encompassed roughly seventy articles in both print and online media sources, not including the blogs, which equaled the yield of the traditional outlets. Prominent placement appeared in both local and regional media publications including numerous write ups in the Washington Post. Major television networks which covered the event included NBC 4 (WRC), FOX 5 (WTTG), ABC 7 (WJLA), NewsChannel 8 and WUSA 9.

5. 2010 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day celebrations held on May 21, 2010.

6. 2010 BTWD Slideshow

A slideshow of photographs voluntarily submitted to COG by various pit stop managers was shown. The presentation provided a visual review of local Bike to Work Day events which took place throughout the Washington metropolitan region. Commentary was provided by the pit stop managers.

7. 2010 Employer Challenge

Commuter Connections held a challenge for employers to help encourage participation in the Bike to Work Day event. The National Institutes of Health, with 536 participants, had the greatest level of overall participation this year. Other top participating employers for 2010 in this order included, Booz Allen Hamilton, Orbital Sciences, the Environmental Protection Agency and the University of Maryland.

Booz Allen Hamilton was randomly selected from among this group of top five employers to receive a free luncheon for participating bicyclists. On June 29, 2010, Commuter Connections and the Washington Area Bicyclist Association staff recognized Booz Allen Hamilton for its achievement at the luncheon. Booz Allen Hamilton associates Steven Lovejoy and Allan Williams accepted the award.

Ben Richman was among the hundred-plus bicyclists from Booz Allen Hamilton who participated in Bike to Work Day. Although part of the company's Bike Club, he previously rode his bicycle for recreational purposes only. Bike to Work Day provided him with a springboard to try commuting by bicycle for the first time as he commuted from his Foggy Bottom residence to Tysons Corner. Mr. Richman reported that since Bike to Work Day, he has faithfully ridden his bike to work every Friday.

8. 2010 BTWD Draft Report – Mark Hersey

Mark Hersey from COG presented the 2010 Bike to Work Day draft report. Edits and insertions to the report should be communicated to Mr. Hersey by October 15, 2010.

9. Date of Bike to Work Day 2011

Bike to Work Week will occur the week of May 16, 2011 and Bike to Work Day will be held on Friday, May 20, 2011.

10. Other Business

The next BTWD meeting is scheduled for Wednesday November 10, 2010 10:00 a.m.