



**MEETING NOTES**  
**BIKE TO WORK DAY STEERING COMMITTEE**  
**Wednesday, May 9, 2018**

**1. Introductions**

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

**2. Approval of Meeting Minutes**

The minutes from the March 14, 2018 meeting were approved as written.

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

The Bike to Work Day T-shirts are being held in storage at ICF offices in Fairfax. A representative from the Washington Area Bicyclist Association (WABA), and a volunteer crew of Bike to Work Day Steering Committee members will be sorting the materials on Friday, May 11. Volunteers are asked to bring a box cutter or scissors, and Sharpie markers to open and identify items for each pit stop.

In addition to T-shirts, other items that will be available for pick up at ICF include assorted bicycle gear and accessories through BicycleSPACE, Commuter Connections Bicycling to Work guides, and DC Bike Ride sling bags. Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 14 and May 15, between 9:30 a.m. – 3:30 p.m. 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. 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.

Each pit stop was asked through an online survey to select the T-shirt size allocation for their pit stop; those who did not respond were given the default size breakdown small 20%, medium 30%, large 30%, and extra-large 20%. The order of which attendees get shirts are as follows: First tier: if they registered, and met the pit stop's t-shirt cut off; second tier: registered, but did not meet the pit stop's t-shirt cut off. If they stay until the end of the pit stop, they may have a remaining T-shirt; third tier: didn't register - may have a shirt after the first two tiers have been satisfied.

#### **4. Proclamation**

At its April 18 meeting, National Capital Region Transportation Planning Board (TPB) members were given a presentation on Bike to Work Day. Additionally, a Proclamation was approved recognizing Friday, May 18, 2018 as Bike to Work Day throughout the region. The enlarged Proclamation was signed by TPB Chairperson, and DC Councilmember, Charles Allen. Also present were Nicholas Ramfos, Metropolitan Washington Council of Governments (COG)/TPB; and Kristin Frontiera, WABA. Photos were taken and posted to the Bike to Work Day web page, and live fed onto Facebook.

#### **5. Radio/Digital/Social Media**

Radio personality (DJ) endorsed spots are running through May 18 on WITH, WJFK, WMZQ, and WWDC, coupled with social media support. WJFK DJ Danny Rouchier biked to work and broadcasted his experience live along the way. Gold sponsors were mentioned on the radio ads. A standard ad (no endorsement) ran on Pandora (internet radio), and an animated video was placed on Facebook, Twitter, and YouTube. Run-of-site online banner ads were placed on WTOP.com, along with a native article entitled "10 health facts to know if you're biking to work". Lastly, Snapchat geofilters were purchased for all pit stops.

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

To date, COG sent out two press releases, and will send out a third release prior to Bike to Work Day which will list elected officials, and other notable dignitaries who plan to attend specific local pit stop events. Committee members were asked to notify COG via email by noon Monday, May 14 as to who has confirmed.

#### **7. Convoys**

Nearly 19 Bike to Work Day volunteer convoys for 2018 are mapped out on the web site. All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoy routes travel through popular employment centers and pit stops throughout the region. Most, but not all, convoys end at Freedom Plaza.

#### **8. Progress Reports from Pit Stop Manager**

Pit stop managers provided progress updates on activities planned for their local Bike to Work Day celebrations to be held on Friday, May 18, 2018. Local law enforcement has also been made aware of each pit stop location.

#### **9. Other Business**

Staff reminded the Committee that Bike to Work Day is a rain or shine event. Pit stops were encouraged to have a contingency plan ready to accommodate for any potential

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.

Extra rack cards and flyers are still available for the taking.

Following Bike to Work Day, Commuter Connections will randomly select and notify winners of the raffle prizes. BicycleSPACE donated a Brompton folding bicycle and two Felt bikes; Spokes Etc. Bicycles donated an IZIP E3 Protour Etc. electric bike; and bikes@vienna donated a Dahon folding bike. Other raffle prizes include Moe's Southwest Grill, California Tortilla, and Giant Food gift cards.

The next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, September 12, 2018 at 10:00 a.m.