

Bike to Work Day Notes

March 8, 2006



1. Introductions

2. Approval of Minutes from January 11, 2006 Meeting

The minutes from the January 11, 2006 BTWD Steering Committee were approved as written.

3. Sponsorship Update

Douglas Franklin from COG announced that Commuter Connections has raised \$16,200 from ten cash sponsors for the bicycling event. Below is the breakdown of each sponsor and amount given.

Arlington County	\$1,000
bikes@vienna, LLC	\$1,000
Capital Crescent Trail	\$1,000
DC Lottery	\$1,000
DDOT/Go DC	\$4,000
Kryptonite	\$1,500
Preferred Offices	\$4,500
REI	\$200
VPSI	\$1,000
WMATA	<u>\$1,000</u>
	\$16,200

In-kind sponsors donating \$1,000 or more in products or services include:

- Caribou Coffee

- Circulator Buses
- Honest Tea
- Kryptonite Locks
- Reston Town Center
- Whole Foods

Phil Koopman of City Bikes has generated at least \$9,000 of in-kind products and merchandise donated for the Bike to Work day event.

Cycling Accessories

- Bell
- Pedro's
- Serfas
- Topeak

Cycling bags

- Jandd
- Timbuk2

Bicycles for raffle

- Breezer
- Cannondale
- Jamis Bikes (2 bikes)

4. WABA Web Site / Registration Announcement

Eric Gilliland of WABA announced that the BTWD web site officially launched as of March 7th and asked that all pit stop managers double check their pit stop location and times, as well as their contact information for accuracy.

Mr. Gilliland also mentioned a special web site set up for pit stop managers to keep tabs of how many people have signed up for each of the various pit stops. That site is located at www.waba.org/reg.php

5. Marketing Materials

Mr. Franklin presented the final BTWD poster layout for the 2006 event. The photo used in the poster was voted on by the group by a 2 to 1 margin. Last year the posters made up a majority of the printed promotional material, but due to the overwhelming positive feedback received about the rack cards, Commuter Connections will order a larger quantity of rack cards and lower the number of posters. Specifically, 50,000 rack cards and 15,000 posters are being printed. Mr. Franklin anticipates getting the materials to pit stop managers by March 31st.

6. T-Shirts

Enough sponsor dollars were generated to cover the cost of the T-shirts for the event. Mr. Franklin pointed out that since white shirts are considerably less expensive, monies would be left over to purchase a banner for each pit stop. The cost differential between white and colored shirts is approximately one dollar per shirt, or \$5,000 total. Phil Koopman suggested the idea of printing white shirts and to consider getting water bottles with the extra money, instead of banners. Several pit stop managers were in agreement with this idea, however the steering committee voted to purchase 5,000 color (orange) T-shirts.

7. Media Outreach

Mr. Franklin provided a summary of advertising and public relations opportunities made available for the event.

- A 60-second radio spot will be aired during the weeks of May 1st and 8th, approximately 75 in total.
- Nicholas Ramfos will be taping a public affairs interview on Clear Channel Radio about BTWD.
- Downtown BID will place three BTWD interior bus cards onto six Circulator buses, for a total of 18 signs. Buses will also contain BTWD rack cards.
- A BTWD article was just included in the Commuter Connections newsletter. Both the COG and Commuter Connections web sites contain BTWD logo links on the home page.
- Kryptonite issued a dual press release to announce support for BTWD in Washington on May 19th and in San Francisco on May 18.
- COG's National Capital Area Transportation Planning Board will proclaim Friday May 19, 2006 as BTWD in the Washington region, at the April 19th board meeting.
- Mr. Franklin reminded the group to be sure to get the word out locally about the event as much as possible. In addition to distributing to the printed marketing materials to employers and sign shops etc., pit stop managers can also communicate locally about their event through County web sites, newsletters, placing banners up in advance of the event, and conducting local proclamations.

- The group was also reminded to begin to secure elected officials and other dignitaries for speakers at their pit stops.

8. Progress Reports from Pit Stop Managers

Each pit stop manager was given an opportunity to provide any updates pertaining to the planning of their 2006 pit stops. Local in-kind sponsors are in the process of being secured.

9. Other Business

Mr. Franklin mentioned that due to the color T-shirts, banners will not be supplied for the event, Commuter Connections will however supply the banner art work to any pit stop that wants it. Banner artwork is being offered to make it as easy for the pit stop managers as possible and so that the banners have a consistent look throughout the region.

Pit stop managers would need to take the art files provided by COG and work with a local sign shop. Pit stops would be responsible for paying for the banner out of their own budget. Mimi Murray stated that Fairfax County will pay for banners of Fairfax County pit stops. Terri O'Steen mentioned a sign shop vendor that she worked with in the past and will share his contact information with the pit stop managers.

Mr. Koopman stated that City Bikes will be placing an order for water bottles in support of the Freedom Plaza pit stop and solicited requests for any pit stop manager interested in piggy backing on the request. Mr. Koopman will not have an exact dollar amount of the cost until it is determined what the quantity will be, but he anticipates about \$1 a piece. More information will be communicated through an email.