



## **BIKE TO WORK DAY STEERING COMMITTEE**

### **MEETING NOTES**

**Wednesday, May 7, 2014**

#### **1. Introductions**

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

#### **2. Approval of Minutes**

The minutes from the March 12, 2014 meeting were approved as written.

#### **3. 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 16th.

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

The first 2014 finished Bike to Work Day T-shirt that rolled off the printing press was unveiled and circulated to the Steering Committee members for review. The salmon colored T-shirts are within a secure storage at ICF International offices in Fairfax, located at 9300 Lee Highway. This Friday, May 9th sorting will be managed by WABA staff and a team of volunteers from various pit stops. Sorting volunteers should bring a box cutter and sharpie to open and identify boxes for each pit stop. Volunteers may take their goods after all sorting work is complete. Thanks to Michelle Cleveland from WABA and the team of volunteers, many of whom are repeat volunteers from last year. Volunteers included:

Charlie Strunk, Nohemy Miranda (Fairfax County); Adrienne Moretz (Frederick County); Judy Galen (Loudoun County); Mark Sofman & Nakengi Byrd (Montgomery County); Traci McPhail (North Bethesda); Ashleigh Soloff (Reston); and John Campanile of the Hyattsville pit stop.

Other items that will be available for pick up at ICF include Commuter Connections Bicycling to Work guides; assorted bicycle gear and accessories from BicycleSPACE; Bikes and Metro brochures from WMATA and other literature.

Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 12<sup>th</sup> and 13<sup>th</sup> of next week between 9am-4pm. Neighboring pit stops are encouraged to combine pick-ups with each other. A dolly will be made available and ICF staff will provide assistance where needed. The contact for BTWD at ICF is Thomas "TJ" Horwood.

#### **5. Proclamation**

At its April 16<sup>th</sup> meeting at COG, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday, May 16<sup>th</sup> as Bike to Work Day throughout the Washington metropolitan region. The enlarged proclamation was signed by Patrick Wojahn, City of College Park Councilmember and Chair of the TPB. Photos were taken and posted to the Bike to Work Day web page and social media.

#### **6. Safety and Security**

COG's Director of Public Safety will be reminding the law enforcement community within the region about the upcoming Bike to Work Day event. Area law enforcement officials are being asked to consider increased police presence.

#### **7. Radio**

A :60 second radio ad began running on April 28<sup>th</sup>, for a total of 500 ads over three weeks. The stations which were part of the media buy included DC 101, Hot 99.5 and WBIG. The radio spot was played for the Committee.

#### **8. Press Release**

COG/TPB staff developed a Bike to Work Day earned media strategy and coordinated media interviews. A pre-event press release citing that registration had officially opened, plus a calendar listing was sent to media outlets in March. A second pre-event press release was sent in early May and the third and final pre-event release will indicate elected officials confirmed to be in attendance. A recap press release will be sent the day of the event.

**9. Registration Reports**

Michelle Cleveland from the Washington Area Bicyclist Association provided a final review of the process for downloading registration reports.

**10. Other Business**

Next BTWD meeting is scheduled for Wednesday, September 10, 2014  
10:00 a.m.