

**BIKE TO WORK DAY
2012 STEERING COMMITTEE
MEETING NOTES**

Wednesday, September 14, 2011

1. Introductions

2. Change of Chairperson

Fred Shaffer from The Maryland-National Capital Park and Planning Commission, located in Prince George's County was welcomed as the new Chair of the Bike to Work Day 2011 Steering Committee. Kristin Haldeman, Washington Metropolitan Area Transit Authority, was recognized with a plaque for her service as the 2011 Committee Chair. Each year the Bike to Work Day Chair position is rotated between D.C., Maryland and Virginia, and within each state by jurisdiction.

3. Approval of Minutes from May 11, 2011 Meeting

Minutes were approved as written.

4. 2011 Event Recaps from Pit Stop Managers

Pit stop managers provided recaps on activities surrounding their local Bike to Work Day celebrations held on May 20, 2011.

5. 2011 BTWD Slideshow

A slideshow of photographs provided to COG by various pit stop managers was shown. Approximately half of the pit stops participated. 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.

6. 2011 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 497 participants, had the greatest level of overall participation this year. Other top participating employers for 2011 included U.S. State Department - 266; the Environmental Protection Agency - 237; The World Bank - 116; and Orbital Sciences Corporation - 107.

Orbital Sciences in Sterling, Virginia was randomly selected from among this group of top five employers to receive a free luncheon for participating bicyclists. On June 23, 2011, Staff from Commuter Connections and the Washington Area Bicyclist Association recognized the employer with a plaque for their outstanding support of Bike to Work Day. Patricia Najera, Sr. Manager of Facilities at Orbital Sciences accepted the award. Loudoun County Office of Transportation Services staff was on hand as well.

7. 2011 BTWD Draft Report

Mark Hersey, COG/TPB staff presented the 2011 Bike to Work Day Event Draft report. The report provides a snapshot of activity from each pit stop; number of bicyclist statistics, samples of the marketing materials used to promote the event; and advertising and media coverage. Of note, a total of 112 earned media placements were generated for Bike to Work Day in 2011. Media placements were seen across newspapers, the Internet, radio and television, along with a selection of blog placements. Edits and insertions to the draft report should be communicated to Mr. Hersey by October 7, 2011.

8. T-Shirt Size Poll

Greg Billing of the Washington Area Bicyclist Association presented the results of an unscientific poll taken of Bike to Work Day registrants in order to get a pulse for what size T-Shirts are in demand. An astounding 94 percent of registrants responded to the poll question conducted through the Bike to Work Day web site. Actual sizes ordered for 2011 were based on Committee feedback and fell within two percentage points versus the poll, for any given size. Rounded sizes from the poll are as follows: X-Large 19%, Large 31%, Medium 30%, and Small 16%. Five percent of the poll respondents desired extra-small sizes.

9. Date of Bike to Work Day 2012

National Bike Month is May; Bike to Work Week will occur the week of May 14, 2012; and Bike to Work Day will be held on Friday, May 18, 2012.

10. 2012 Web Site

Starting with the 2012 event there will be a dedicated Web site for Bike to Work Day instead of registrations getting directed to pages within the WABA site. This new Web site will be designed and managed by COG/TPB staff and handled similarly to the Car Free Day event Web site. This will provide clear focus on the event itself and make it easier to find information and navigate. In order to provide a smooth transition from the event marketing materials, the Web site will take on the same look and feel with regard to a matching color scheme and graphics found on the poster. WABA will continue to handle the behind the scenes registration database, as was done in previous years, and will handle the reporting mechanism to the pit stops. At a future Steering Committee meeting WABA will demonstrate how to download the registration reports.

11. Other Business

The bike rack raffle winner of the Peak Racks donation was the U.S. Coast Guard.

The National Bike Summit is March 20-22, 2012 and will not conflict with the March Bike to Work Day Steering Committee, to be held on March 14, 2012.

The next BTWD meeting is scheduled for Wednesday November 9, 2011 10:00 a.m.