

**Bike to Work Day Steering Committee
Meeting Notes Wednesday, May 12, 2010**

- 1. Introductions**
- 2. Approval of Minutes from March 10, 2010 Meeting**
- 3. T-Shirt/Giveaways/Water Bottles Pick up**

The 2010 new Bike to Work Day T-Shirt was unveiled. The shirt was yellow in color and listed all pit stops and sponsors. Size breakdown is X-Large 24%, Large 33%, Medium 26% and Small 17%. T-Shirt pick up is at ICF in Fairfax on Monday and Tuesday May 17 & 18, 2010 from 11:00 am - 2:00 pm at the loading dock entrance. A dolly will be made available and ICF staff will assist if needed. Facilities Manager's name is Shauna Trice. An email will be sent out as a reminder with location and times etc. Sorting will occur this Thursday and Friday May 13 & 14, 2010 under the direction of the Washington Area Bicyclist Association (WABA) staff were thanked. Chantal Buchser from WABA discussed the sorting procedures. An art proof of the 2010 water bottle was passed out as Dominic Valentine from City Bikes updated the Committee on the ordering procedures. Mr. Valentine also provided an update on the giveaway items secured by City Bikes which will be made available to pit stop managers for the event.

- 4. Honest Tea Pick Up**

Pit stops that elected to receive the Honest Tea donation already picked up teas and assorted beverages on Friday, May 7, 2010 in Bethesda. The remainder will pick up their orders on Friday May 14, 2010 between 10:00 am- 2:00 pm. Honest Tea was generous by providing extra cases of beverages to all pit stops. Honest Tea staff will attend the Downtown Bethesda and one of the Arlington pit stops to help distribute beverages to the bicyclists.

- 5. Radio/Print Ads/Other Marketing**

Audio of the Bike to Work Day 2010 radio spot was played, which began airing the week of April 28, 2010. The spot will continue to air through this week on Clear Channel stations specifically DC101, ESPN Radio and Hot 99. Clear Channel will air 15 promotional mentions to invite listeners to win a bicycle in support of Bike to Work Day. Andy Pollin, an ESPN radio personality recorded an endorsement ad for Bike to Work Day. Mr. Pollin commutes by bicycle daily. Audio of the EPSN endorsement was

played. Posters & rack cards were sent to the radio stations for distribution at various street team appearances.

6. Radio/Print Ads/Other Marketing

Print Ads were placed in the City Paper and Washington Examiner newspapers. City Paper ads appeared/will appear on April 29, May 6, and May 13, 2010; Washington Examiner ads appeared/will appear on May 2, 9 & 13, 2010. Both ads were half page in size and color.

MASN provided a 30 second PSA as part of their Gold level sponsorship, which will air on Washington Nationals programming. Audio of the PSA was shown to the Steering Committee. MASN also ran a ticker message on the bottom of broadcasts and sent an email blast to its National's fan list.

Twitter has grown tremendously since the 2009 Bike to Work Day event. Last year's we had 11 followers on Twitter, currently we have 218 followers. Twitter has been used to provide updates about the event and to recognize our gold level sponsors. In addition, an event page for Bike to Work Day was set up as part of the Commuter Connections Facebook page.

Commuter Connections sent out an email blast to its employer database on May 10th to help boost registration. The blast encompassed approximately 1,300 email addresses. The Board of Trade included a blurb regarding Bike to Work Day in their email news brief on May 5, 2010.

7. Press Release/Proclamation

The COG public affairs office send out Calendar Listing notices in April to several dozen web sites and newspapers. On April 29, 2010 COG sent out a pre-event press release, included as a meeting handout. COG is reaching out to major and local media outlets daily to generate coverage and to secure interviews. WABA will be in contact with WAMU and Channel 9. Another press release will be sent out on May 17, 2010 listing the various elected officials and dignitaries that will be speaking at the various pit stops throughout the region. Steering Committee members were asked to email Douglas Franklin by May 14, 2010 with confirmed speakers.

A BTWD proclamation was approved at the April National Capital Region Transportation Planning Board meeting at COG on April 21, 2010, and was included as a meeting handout. Chairman David Snyder signed an enlarged version of the proclamation and photos of the occasion were placed onto the Commuter Connections web site.

8. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on activities surrounding the coordination of their pit stops.

9. Other Business

New updated Commuter Connections Bicycling Guides were printed and are available through COG.

Next Bike to Work Day meeting is scheduled for Wednesday September 8, 2010 10:00 a.m.