



Bike to Work Day Steering Committee
Meeting Notices
Wednesday, March 12, 2014

1. Introductions

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

2. Approval of Minutes

The minutes from the January 8, 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. Pit Stop Best Practices

A handout was distributed listing basic requirements for Bike to Work Day pit stop managers necessary to organize their local events, plus other items to consider to make the events successful. Items included local promotion; securing food/beverages and giveaways; ensuring public access; obtaining T-shirts; tables, chairs, tents and trash; audio; local permits; security; bike maintenance checks; and elected officials.

5. BTWD TERM Survey

Nicholas Ramfos, COG/TPB staff presented results of the Bike to Work Day 2013 Draft Survey conducted of commuters who participated in the May 2013 Bike to Work Day event. The survey assessed the use of bicycles for commute travel before and after the event and results will be used in a Transportation Emission Reduction Measure evaluation. COG received

4,255 completed questionnaires out of 14,643 commuters who were sent the survey; a response rate of 30 percent.

Highlights of Findings:

- 2013 was the first BTW Day event for 26% of participants.
- Most common BTW Day information sources were internet (34%) and referrals (22%).
- 83% of participants rode to work at least occasionally before BTW Day; 91% rode to work in the summer after BTW Day, 84% were still riding during the late fall (November).
- 10% of participants started riding to work after their first BTW Day event – these were new riders. An additional 21% of participants increased the number of days they ride to work.
- Respondents who rode to work before BTW Day rode an average of 2.5 days per week. The average frequency increased during the summer after BTW Day to 2.7 days/week. In late fall, the average frequency dropped back to 2.5 days per week.

Mr. Ramfos stated that the draft report was presented to the Commuter Connections Subcommittee in January and was released for comments. The final draft of the report would be endorsed during the Subcommittee's March 18th meeting. Steering Committee members may forward any comments on the report directly to Mr. Ramfos.

6. Marketing Materials

The posters and rack cards are currently at the printer and PDF's are available on the web site in both English and Spanish. A total of 44,000 rack cards and 37,000 posters are being made, plus 500 flyers in Spanish. Distribution will start next week and shipment will be sent based on quantities requested by the Committee members. Most Committee members will receive the default quantity of 500 rack cards and 300 flyers. Commuter Connections will be conducting a mailing to employers within the region in April which will include a flyer and letter.

Banner art is in the process of being created for each of the pit stops through Fast Signs -Herndon/Reston, who were selected during a competitive bidding process. Gold and Silver sponsor logos will appear on the banners and the

location and time information for each pit stop will be an abbreviated reflection of what's on the event web site. Banners will be delivered to the pit stop managers around mid-April.

7. Registration Reports

The registration report emails are scheduled to go out weekly between now and the event. The email will come from Salsa Labs and will contain a link that will allow the recipient to download their pit stop's registration data. Download instructions provided by WABA were distributed at the meeting and will be emailed to the pit stop managers through Commuter Connections as part of the meeting follow up. The registration reports are not in real time, instead reflect a weekly snapshot, they are however cumulative. Pit stop managers who do not receive the registration emails are advised to check their junk/spam folder first and contact Michelle Cleveland at WABA if there are any issues.

8. Convoys

The convoys listed on the event web site were carried over from the previous year. WABA will attempt to gain confirmation from the convoy leaders as to their continuation. Each bike to work day convoy is led by experienced bicycle commuters and travel throughout the region. Most but not all convoys end at Freedom Plaza in downtown, D.C. Signup for convoys is not required or available; however participants are encouraged to touch base with the leader. Additional convoys will be added as volunteers come forward.

9. Water Bottles

Phil Koopman from BicycleSPACE will be placing an order for Bike to Work Day water bottles. More details to follow via email from Commuter Connections. Upon receipt of the water bottle description and cost details, interested pit stops can respond back to Mr. Koopman directly and work out the billing arrangements through BicycleSPACE.

10. Other Business

The Next Bike to Work Day meeting will be held on Wednesday, May 7, 2014 from 10:00 a.m. – 11:30 a.m. at COG in Meeting Rooms 4 & 5.