

Bike to Work Day Notes November 9, 2005

1. Introductions

2. Approval of Minutes from September 14, 2005 Meeting

Minutes were approved.

3. 2005 BTWD Draft Report

Mark Hersey reviewed the final draft of the 2005 BTWD report. All edits were due from committee members by November 7th. The report will be modified based on a few minor revisions noted at the meeting and the final report will be presented to the Commuter Connections Subcommittee on November 15th.

4. 2006 Sponsorship Update

Douglas Franklin reported that sponsorship letters were mailed out in early October. Mr. Franklin reiterated that this year Commuter Connections secured the services of a contractor to handle follow up calls and that calls were in process. Mr. Franklin reminded the committee that although their primary sponsor responsibly is to generate in-kind donations for the local events, the group is encouraged to provide any contacts or ideas regarding regional cash sponsors. Thanks to Jon Ryder of the Rockville pit stop for sending in a sponsor idea.

Mr. Franklin stated that there are some sponsorship commitment leads but no written commitments to date. However it is still very early in the process and we are pleased with the fact that efforts have begun earlier than in past years.

Pit stop managers who secure in-kind sponsors of \$1,000 or more need to obtain a high resolution logo of the organization for inclusion on the printed materials. In-kind sponsors of lesser value will not be included on the printed materials.

In addition we have placed a button on the Commuter Connections homepage with the BTWD logo and the verbiage "Become a BTWD Sponsor." The button links to a page regarding BTWD sponsorship opportunities. Potential sponsors can access information about the event, view the various sponsorship levels available and download a sponsorship form. Steering Committee members were asked to set up links on their Web sites to the BTWD sponsorship page if possible.

5. Save the Date Flyer BTWD 2006

Douglas Franklin passed around a draft of the “Save the Date” flyer. This concept was suggested by the committee in order to have a simple introductory piece that conveys the date early-on, prior to the printed materials which will not be available until a later date.

The flyer will be issued in January via email to last year's BTWD registrants. The flyer will be used as an initial teaser to maintain general awareness of the event and prompt recipients to circle the date on their calendar. Mark Hersey suggested verbiage on the flyer to direct recipients to visit www.waba.org for more information. Eric Gilliland agreed to place a short blurb on the WABA site noting that registration will be open on March 1st. In addition, WABA will set up a mechanism so that those who are interested in receiving a reminder email from WABA once the registration is open, can submit their email address.

Mr. Franklin will email a copy of the Save the Date flyer to the Steering Committee for feedback prior to it being distributed electronically to last year's participants.

6. New Pit Stop Update for 2006

The following locations are possibilities for new pitstops in 2006:

- Crystal City – staff is working to bring Charles E. Smith back into the fold. They were a pit stop in 2004, but did not participate in 2005.
- Tysons – Bruce Smith and John Brunow of bikes@vienna are hoping to drum up support to add Tysons as a new pit stop for 2006 and will make attempts to establish contact with potential corporate pit stop hosts.
- Terrie O'Steen is still entertaining the possibility of adding another pit stop in Montgomery County at a new residential apartment complex across the street from Wheaton Metro called The Montgomery at Wheaton.
- Based on a suggestion provided by Phil Koopman, Douglas Franklin has reached out to WMATA about having pitstops at a Metrorail stop.
- Greenbelt in Prince Georges County was also suggested as a possible site.

7. Progress Reports from Pit Stop Managers

Each pit stop manager was given an opportunity to provide any updates pertaining to the planning of the 2006 pit stops. Most do not require permits but those that do have submitted paper work.

Terri O'Steen announced that her retirement would occur prior to the BTWD event and that Sheila Wilson will be taking over as pit stop manager for Silver Spring.

Douglas Franklin mentioned that all pit stop managers who have not attended the first two 2006 meetings would receive a call to confirm pit stop participation in the event by December 31st.

8. BTWD Survey Results

Mark Hersey presented results from the 2004 BTWD survey conducted through COG and issued on June 30, 2005. COG emailed copies of the survey to 4,200 commuters who had participated in the event. COG received a total of 1,240 completed questionnaires, for a response rate of 30%. Highlights of the survey included the following:

- At 27%, word of mouth is the most common source of gaining information about BTWD, followed by advertising, employers and the WABA web site.
- About half (48%) of participant said this was their first BTWD event.
- At least 10% have been participating since the 2000 event.
- The average distance of BTWD respondents was 10 miles one way. 64% traveled fewer than 10 miles.
- 33% of respondents said their employers offered some type of commute assistance information or services to employees who biked to work.
- 23% of respondents said they did not commute by bike before they participate in the event.
- 16% said they had obtained a copy of the Commuter Connections bicycling guide.

- 43% of respondents said they drive alone to work on days they do not bike. The balance use alternative means to get to work such as transit, ridesharing or walk.
- One in ten respondents said they did not commute by bike before they participated in the event, but started to bike to work 1.3 days per week afterwards as a result. This group rode less often during the fall/winter (1.1 days per week).
- Of BTWD participants who do not bike to work, 42% don't do so due to the weather, 35% said they did not feel safe riding and 31% felt it was too far.
- 7% of respondents said they started to ride their bike for non-work trip reasons after they participated in BTWD. About 15% said they biked more often.

9. Other Business / Suggestions for January Meeting Agenda

2006 BTWD Steering Committee meetings will be held every other month on the second Wednesday at 10:00 a.m. The next meeting will be held on January 11th.

Initial poster concepts will be on the next agenda.