

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

**March 12, 2008  
Metropolitan Washington Council of Governments  
10:00 a.m. – 11:30 a.m.  
Meeting Room 3, First Floor**

**1. Introductions**

**2. Approval of Minutes from January 9, 2008 Meeting**

The minutes were approved as written.

**3. FY08 Bike to Work Day Survey**

Nicholas Ramfos of COG presented the 2007 Bike to Work Day Survey report issued in February 2008, sent to all 6,600 commuters who had registered for the event. COG received 2,411 completed questionnaires, a response rate of 37%. The purpose of the survey was to assess participant's use of the bicycle for commute travel before and after the event. Steering Committee members were asked to provide any feedback or corrections to the report by March 19, 2008.

The following represents some of the highlights from the survey:

- 2007 was the first BTWD event for 36% of participants.
- Most common BTWD information sources were the internet, followed by referrals and then brochures/flyers.
- 21% of survey respondents said they did not commute by bike before they participated in a BTWD event.
- After BTWD, 89% of respondents were biking to work, at least occasionally.
- 78% were still riding during late fall (November).
- About 12% said they were biking to work before, but started biking more often after BTW Day.
- Average frequency of bike commuting before BTWD was 2.5 days/week and after BTWD was 2.6 days/week.
- 76% of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.

#### **4. Sponsor Update**

Douglas Franklin provided an update on the BTWD sponsor drive. This year represented the largest cash sponsor dollar amount earned for the event, \$26,300 was raised through thirteen different sponsors. Several sponsors committed to the event late in the process, including a gold level sponsor, HSBC Bank. Steering committee members were encouraged to secure local in-kind sponsors for their pit stops.

#### **5. Marketing Materials**

The posters and rack cards will be distributed the week of March 17<sup>th</sup>. Each pit stop will receive at least 300 posters and 500 rack cards. Requests for more quantities will be honored on an as needed basis. WABA will hand distribute the materials to D.C. companies through a delivery service and COG will send out a mailing to a targeted list of companies throughout the region. Rack cards will be available at participating HSBC Bank branches and Whole Foods Markets.

The radio spot for BTWD will be recorded on March 14, 2008 and will air on "The Globe" and other stations in the Washington region.

BTWD signage will appear on eight Circulator buses along with rack cards.

A surplus of sponsor dollars will be utilized to help promote the event, either through print ads in a limited number of newspapers or to purchase 4 x 8 foot vinyl Bike to Work Day banners for all interested pit stops.

#### **6. T-shirts**

The advent of gold level sponsor, HSBC Bank, plus a great pricing on the printing of the T-shirts afforded the purchase of color T-shirts for the event. The color chosen will be similar to the background of the BTWD poster. The quantity ordered will equal 7,000 (small to extra large) and will be available for pick up at ICF in Fairfax prior to the event. Several Committee Members came forward as volunteers to help sort the T-Shirts and other various giveaway items in preparation for the pick up process.

#### **7. WABA Web Site/Registration**

WABA staff launched the BTWD web site in early March 2008. Adjustments were still being made but the basic functionality was working. All pit stop managers are asked to review their information for accuracy and notify WABA of any corrections necessary. All other recommendations for changes would be considered. Several enhancements were already instituted based on feedback received during the January 2008 BTWD Steering Committee meeting. The changes included making the employer name

mandatory and encouraging registrants to enter their organization's full name in order to reduce the wide variety of Employer names typically given. This has been an ongoing problem when attempting to sort lists by employer name. The site has also added a check box for those who are interested in entering the bike rack raffle; a check box for first time riders; and language soliciting for human interest stories from previous BTWD experiences.

The Committee asked about the ability to download pit stop data from the web site. Instead of this feature, Excel spreadsheets will be emailed regularly to the pit stop managers, leading up to the event. An additional request was made to add a column on the spreadsheet to denote those who have indentified themselves as first time riders.

## **8. Employer Challenge**

Commuter Connections will continue to award the company with the highest number of participants with a plaque to commemorate their accomplishment. Plaques will also be awarded to various small and mid-sized companies with the highest participation. The Committee recommended an additional employer level break to recognize companies with < 25 employees.

The new luncheon guidelines for the Employer Challenge developed by the Bike to Work Day Steering Committee call for a raffle approach with the top five companies (by number of bicyclists) being eligible. The Committee felt that by entering the five highest participating companies in the raffle, it would encourage more competition among the top echelon of organizations. The more employees participating within a given company, the better chances each have of entering the raffle and being eligible for the luncheon.

## **9. Progress Reports from Pit Stop Managers**

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

## **10. Other Business**

City Bikes will be ordering Water Bottles for the 2008 BTWD event. Any pit stop interested in getting in on a group rate can contact Phil Koopman.