



**MEETING NOTES
2006 BIKE TO WORK DAY STEERING COMMITTEE**

**September 13, 2006
10:00 a.m. – 11:30 a.m.
Meeting Room 3**

1. Introductions

2. Approval of May 10, 2006 meeting minutes

The minutes from the May 10, 2006 BTWD Steering Committee were approved as written.

3. Change of Chairperson

Outgoing chairperson Mirza Donegan from North Bethesda Transportation Solutions was thanked and presented with a plaque for her service as the BTWD Chair for 2006. Mimi Murray from Fairfax County was introduced and welcomed as the new incoming chairperson for the 2007 event.

4. BTWD Slideshow 2006

Douglas Franklin played a compellation slideshow of pictures taken at the various 2006 BTWD events, sent in by the pit stops. Pictures showcased the colorful celebrations and fun shared by event organizers, bicyclists, elected officials and volunteers.

5. 2006 Pit Stop Recap

Pit stop managers discussed highlights and shared anecdotes of happening from their 2006 pit stop events. Great weather, generous sponsors and record participation was the common theme.

6. BTWD Employer Challenge

Douglas Franklin discussed the Employer Challenge awards given to companies with the greatest participation in the BTWD event. The data used to determine the employer participation was collected from the online registration form, however not all individuals identify their employer. The top two or three companies within each employer size break were sent a plaque. In addition to the plaques, each year Commuter Connections awards a luncheon to the company with greatest overall participation in BTWD. National Institutes of Health was the clear winner at 184 participants. On June 27, 2006 Eric Gilliland and Nick Ramfos presented the plaque at NIH's Bethesda headquarters to NIH staff and bike club

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members to recognize them for outstanding participation in BTWD. The event coincided with NIH's transportation fair and lunch was catered by Hard Times Café. This provided a great photo opportunity which was utilized in an article written for the Commuter Connections Newsletter. NIH provided coverage of the award in their newsletter as well. Other top employers who participated included, EPA, AOL, WorldBank and Orbital.

7. 2006 BTWD Draft Report

Mark Hersey presented the 2006 BTWD draft report. Edits are due on October 9, 2006. Sections include the following:

- Acknowledgements
- Background/Executive Summary
- Collateral Material
- Sponsorship
- Sponsorship Declaration
- Event Pit Stops, Convoys, and Prize Drawings
- Employer Participation
- Radio Advertising & Media Coverage
- Proclamation
- Marketing Materials

Meeting attendees noted several companies that participated in the event but were not listed on the report under the Employer Participation area, and asked that the report be more inclusive.

8. 2006 HTML E-mail Sponsor Coupons

Douglas Franklin discussed the recent HTML email which was sent out by WABA on August 30, 2006 to all BTWD registrants. The email consisted of online coupon offers from sponsors involved with the BTWD event. The idea originated through our main sponsor, Preferred Offices and was made available at no cost to all sponsors who donated \$1,000 or more to BTWD. This was seen as a means to provide more value to our sponsors and for Commuter Connections and WABA to establish a continued relationship. For our sponsors, it provided an opportunity to further promote their brands. Mr. Franklin thanked Susanna Murley from WABA (not present at meeting) for doing a great job with the html design work. Sponsors participating included:

- City Bike along w/ Cannondale and Jandd
- Commuter Connections
- Downtown Bid (Circulator)
- Preferred Offices
- REI
- WABA

9. Other Business / Suggestions for November 8, 2006 Meeting

Jeff Peel mentioned that in 2007 WABA would like to develop the pit stop areas of the event web site to allow more information about the pit stops including local sponsors.

Douglas Franklin showed a video from a piece produced by Voice of America that in part mentioned the BTWD event.