



BIKE TO WORK DAY STEERING COMMITTEE MEETING NOTES

May 6, 2015

1. Introductions

Bike to Work Day Steering Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The March 11, 2015 Bike to Work Day Steering Committee meeting notes 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 Friday, May 15th.

4. Pick up of T-Shirt/Giveaways/Other Materials

The T-shirts are being held in storage at ICF International offices in Fairfax, located at 9300 Lee Highway. This Friday May 8th, sorting will be managed by WABA staff and a team of volunteers from various pit stops. Sorting volunteers are asked to bring a box cutter and sharpie marker to open and identify boxes for each pit stop. After all sorting work is complete, volunteers may take their goods with them. Thanks to Michelle Cleveland from the Washington Area Bicyclist Association (WABA) and the team of volunteers. Volunteers included Paul Baldino, Jim Carlson, Judy Galen, Jon Gonzalez, Traci Mcphail, Nohemy Miranda, Adrienne Moretz, Gabriel Ortiz, Alissa Perine, George Phillips, Dan Pittman, and Mark Sofman.

In addition to the T-shirts, other items that will be available for pick up at ICF include assorted bicycle gear and accessories for use as prizes from BicycleSPACE, Commuter Connections Bicycling to Work guides, and other related literature.

Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
777 North Capitol Street, N.E., Suite 300, Washington, DC 20002-4290
www.commuterconnections.org 1-800-745-RIDE

The Commuter Information Source for Maryland, Virginia and the District Of Columbia

Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 11th and 12th between 9:30 am – 3:30 pm. Neighboring pit stops are encouraged to combine pick-ups with each other. No appointments are necessary. Upon arrival, please check in with the main ICF visitor's area and they will provide escort to the loading dock. A dolly will be made available and ICF staff will provide assistance on request. The ICF contact for Bike to Work Day is Matt McKinney.

5. Proclamation

At the National Capital Region Transportation Planning Board's (TPB) April meeting at COG, a Bike to Work Day presentation was given and a proclamation recognizing Friday, May 15th as Bike to Work Day throughout the Washington metropolitan region was approved. The enlarged proclamation was signed by DC Council and TPB Chair Phil Mendelson. Also present were Greg Billing from WABA, and Adrienne Moretz, Bike to Work Day Steering Committee Chair, from Frederick County Transit Services. Photos were taken and posted to the Bike to Work Day web page and social media.

6. Radio

A :60 second radio ad began running on April 28th, for a total of 500 ads over three weeks. The stations which were part of the media buy included DC 101, Hot 99.5, and WBIG. The radio spot was played for the Committee.

7. Registration Reports

Greg Billing from WABA provided a final review of the process for downloading registration reports.

8. Other Business

WABA staff and volunteers will be in attendance at 17 pit stop locations around the region.

Any last requests made by registrants to change pit stops can be referred to Michelle Cleveland at michelle.cleveland@waba.org.

The official twitter handle for Bike to Work Day in the Washington D.C. region is @biketoworkday, and the hashtag being used is #BTWDC.

COG's Office of Communications will be sending out a press release early next week regarding elected official presence at Bike to Work Day. Pit stop managers were asked to email Doug Franklin, COG/TPB staff at dfranklin@mwkog.org by Monday, May 11th with any confirmed elected officials and other dignitaries who are attending pit stops. Include full name, title, and the represented jurisdiction.

The next Bike to Work Day meeting is scheduled for Wednesday, September 9, 2015 at 10:00 a.m.