

Bike to Work Day Notes January 11, 2006

1. Introductions

2. Approval of Minutes from November 9, 2005 Meeting

The minutes from the November 9, 2006 BTWD Steering Committee were approved with one correction. Page two said Bruce Smith instead of Bruce Wright.

3. Save the Date Flyer

Douglas Franklin from COG announced that the HTML "Save the Date" flyer was released on January 6th to last year's BTWD registrants. The distribution email list included a total of 4,600 unique contacts, which indicated 240 duplicate emails from the initial 4,840 registration pool. Therefore, the registration numbers were slightly over inflated due to bicyclists who registered more than once using the same email address.

The Save the Date e-flyer was suggested by the committee in order to have a simple introductory piece that conveyed the date early-on, prior to the printed materials which will not be available until March. The flyer will act as an initial teaser, maintain general awareness of the event and prompt recipients to circle the date on their calendar.

Verbiage on the flyer directed recipients to visit www.waba.org for more information. WABA placed a short blurb on their home page noting that registration will be open on March 1st. Additionally, interested bicyclists could request to be notified when registration opens. The Save the Date HTML was also distributed to Steering Committee members.

Maggie Thompson from WABA suggested that the HTML flyer be sent to registrants as far back as 2003 as well. Mr. Franklin said that could be done if WABA could provide the email addresses from previous years.

4. New Pit Stop Updates

- Bruce Wright and John Brunow of bikes@vienna are continuing pursuit of Booz Allen Bike Club to host a pit stop in Tysons.

- After numerous attempts and due to a lack of response, Terrie O’Steen from Montgomery County Commuter Services does not feel that adding a pit stop at the Wheaton apartment complex is plausible.
- Dave Hartford of Oasis Bike Works attended the meeting and would like to host a new pit stop in Fairfax City.
- Douglas Franklin discussed that the possibility still exists to have WMATA host a pit stop at one of their Metrorail stations.
- Frank Stevens from the City of Bowie announced there is interest by another party to organize a second pit stop in Bowie, to be located in the Old Town area.

5. Poster Concepts

Mr. Franklin presented two poster concepts for the 2006 event. One poster centered on the BTWD logo while the other featured a photo of a bicyclist in an elevator. The majority vote was in favor of using the poster with the photo; however the group was interested in looking at the possibility of using an alternative photo of an “every day” bicyclist instead of the “messenger type geared-up look”. Mr. Franklin stated that he would send out an email to the committee to vote on the existing photo against several other photo options.

6. 2006 Sponsorship Updates

The contractor who was hired to tackle the sponsorship continues to make calls to potential sponsors and has been making follow up calls on warm leads. As of the January 11th meeting, a commitment from bikes@vienna for a \$1,000 sponsorship had been received.

We are hopeful that other organizations that have been supportive in past years continue to renew as sponsors including CommuterPage.com (Arlington County) and the Coalition for the Capital Crescent Trail. WABA announced a potential deal with Kryptonite that would entail a combination of cash and in-kind locks. Naa Koshie Mills mentioned that the Downtown BID may be interested in sponsoring the event as well. Doug will be following up on a few potential regional level in-kind sponsors.

Deadline for sponsorships is February 15th. Information about BTWD sponsorship including a downloadable sponsorship form can be found on the Commuter Connections web site. The WABA web site also has a link to this sponsorship page on their site. 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 and will need to send the sponsor forms to Douglas Franklin. In-kind sponsors of lesser value will not be included on the printed materials.

Phil Koopman of City Bikes provided an update on potential sponsors and has once again pledged to have several bicycles available to donate as raffle prizes as well as many smaller items as giveaways, courtesy of his vendors.

7. Progress Reports from Pit Stop Managers

Each pit stop manager was given an opportunity to provide any updates pertaining to the planning of their 2006 pit stops. Local in-kind sponsors are in the process of being secured.

8. Other Business

Mr. Franklin passed around a listing of pit stop locations, times and pit stop manager contact information which appeared on the WABA web site last year. Pit stop managers were asked to review the information and make any edits.

Due to security reasons, the AOL pitstop only permits AOL employees to participate in their BTWD event on the Dulles campus. So to avoid any confusion, the registration page will clearly state this policy.

Kristen Fink from Bethesda Transportation Solutions mentioned that trophies are given out to outstanding bicyclists each year at her pit stop event and suggested that other pit stops might also be interested in doing the same. She will email samples of the nomination forms and solicitation letter via Mr. Franklin.

2006 BTWD Steering Committee meetings are held every other month on the second Wednesday at 10:00 a.m. The next meeting will be held on March 8th.