



BIKE TO WORK DAY 2011 STEERING COMMITTEE

Meeting Notes

Wednesday, May 11, 2011

1. Introductions

2. Approval of Minutes from March 9, 2011 Meeting

Meeting notes were approved as written.

3. Pick up of T-Shirt/Giveaways

The 2011 purple T-Shirt was unveiled to the Committee and passed around for closer inspection. T-Shirt size distribution at the pit stops should be an improvement over previous years as additional smaller sizes were ordered based on Committee feedback. The 2011 registration form contained a general question about size in order to gather a better idea of more optimal T-Shirt size allocation for 2012.

Bike to Work Day T-Shirts are being stored at ICF International offices in Fairfax within a secure storage location at their parking garage facility. Sorting into 49 lots will be managed by WABA staff and accomplished with a team of volunteers from various pit stops. WABA will be taking a snapshot of each pit stop's registration numbers tomorrow afternoon in preparation for sorting. Extra T-Shirts will be divided among pit stops based on pit stop size. Other materials will also be available at ICF for pick up such as bike guides, Clean Air Partner materials and prize giveaways. Pick up will occur next Monday and Tuesday of next week. A dolly will be made available and ICF staff will provide assistance where needed.

4. Honest Tea Pick up

Pick up of Honest Tea and assorted beverages is being coordinated by Honest Tea Field Marketing Manager, Alex Stern at "Extra Space Storage" on River Road in Bethesda. Thirty pit stops participated, not counting the Bethesda pit stop where Honest Tea staff will be in person. Most pit stops have already completed their pick up and for those that have not yet done so, tomorrow from 4 - 6 p.m. will be the last pick up time to obtain the beverages.

5. Radio/Print Ads

The 2011 Bike to Work Day radio spot was played for the Committee. The spot will air as a 60 second commercial on ClearChannel stations over a three week period during the weeks of April 25th through May 9th. Due to an outstanding sponsorship drive, half page full color newspaper ads have been purchased to promote the Bike to Work Day. Three ads each are appearing in the City Paper, Washington Post Express and the Washington Examiner newspapers.

6. Proclamation/Press Release

At its April 20, 2011 Board meeting held at the Metropolitan Washington Council of Governments, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Bike to Work Day. TPB Chair Muriel Bowser, District of Columbia Council member signed an enlarged proclamation held by Commuter Connections Director Nicholas Ramfos and Gregory Billing, Outreach Coordinator with the Washington Area Bicyclist Association. The TPB encouraged other member jurisdictions to adopt similar proclamations.

An early press release was sent out on April 4th to promote the fact that Bike to Work Day registration was open. On May 9th a press release centered on how Bike to Work Day was an opportunity to use transit as a supplement for bicycling to work. Next week a final pre-event release will be sent out which will include a listing of Elected Officials speaking at the events. Committee members were asked to email this information to Douglas Franklin by noon on Tuesday May 17th.

7. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on the planning status of their Bike to Work Day local events.

8. 2012 Chair Selection Process

The Bike to Work Day Chair position is rotated between D.C., Maryland and Virginia, and within each state by jurisdiction. A review of past Chairs of the Bike to Work Day Steering Committee was given, going back five years. Based on the rotation order, the next Chair for the Bike to Work Day Steering Committee will either be from Frederick or Prince George's County. COG/TPB staff will approach an individual about Chairing the 2012 Committee during the July to mid-August time frame. Chair rotation occurs at the September 14th meeting.

9. Other Business

Sarah Neiderer, Water Outreach Specialist for the District of Columbia Water and Sewer Authority Public Affairs Office presented information about a new water program named TapIt! TapIt is a water bottle refilling network providing access to clean water on the go. Café owners sign up as 'partners' to provide tap water to those who carry a reusable bottle. Partner locations are easy to find using a search and mapping feature available for Smartphones (download 'TapIt Water' from the iPhone App store) or by computers.

The next BTWD meeting is scheduled for Wednesday September 14, 2011 10:00 a.m.