



MEETING NOTES
BIKE TO WORK DAY STEERING COMMITTEE
Wednesday, May 10, 2017

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The minutes from the March 8, 2017 meeting were approved as written.

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

The T-shirts are being held in storage at ICF offices in Fairfax. A volunteer crew of Bike to Work Day Steering Committee members will be sorting the materials on Friday, May 12. Volunteers are asked to bring a box cutter and Sharpie marker to open and identify items for each pit stop. Thanks to Ben Wokas from the Washington Area Bicyclist Association (WABA) for leading the sorting, and to the volunteers from throughout the region.

In addition to T-shirts, other items that will be available for pick up at ICF include assorted bicycle gear and accessories from BicycleSPACE, and Commuter Connections Bicycling to Work guides. Pit stop coordinators should plan to pick up their allotments Monday and Tuesday, May 15th and 16th, between 9:30 a.m. – 3:30 p.m. No appointments are necessary. Upon arrival, please check in with the main ICF visitor's area before proceeding to the loading dock. A dolly will be made available, and ICF staff will provide assistance upon request. To determine the T-shirt cut off, sort the registration list by the date/time stamp (oldest to most recent), and draw a line below the row equal to the given quantity of shirts.

This year, each pit stop was asked through an online survey to select the custom T-shirt size allocation for their pit stop; those who did not respond were given the default size breakdown from last year. The order of which registrants get shirts are as follows: First tier: if they registered, met the pit stop's t-shirt cut off and attend. Note: those who registered but do not show up forfeit their t-shirt. Second tier: registered and attend but did not meet the pit stop's t-shirt cut off. If they stay until the end of the pit stop, they may have a remaining T-shirt, if available. Third tier: didn't register but attended; may have a shirt after the first two tiers have been satisfied.

4. Proclamation

At its April 19th meeting, the National Capital Region Transportation Planning Board (TPB) members were given a Bike to Work Day presentation, and a Proclamation was approved recognizing Friday, May 19, 2017 as Bike to Work Day throughout the region. The enlarged Proclamation was signed by TPB Chairperson and City of Rockville Mayor, Bridget Newton. Also present were TPB member and Frederick Alderman, Kelly Russell; Nicholas Ramfos, Metropolitan Washington Council of Governments (COG)/TPB; and Michelle Cleveland, WABA. Photos were taken and posted to the Bike to Work Day web page, and social media sites. A Facebook live feed of the signing was also posted.

5. Radio/Digital/Social Media

A :60 second radio ad began airing on May 1, and will run more than 400 times over a three-week period. The stations which were part of the media buy included ESPN, WJFK, WFED, DC 101, and Hot 99.5. Airing on WTOP is an endorsement ad from well-known traffic reporter, Bob Marbourg, as well as run-of-site online banner ads on WTOP.com. Paid social media ads and boosted posts are appearing on Facebook and Twitter, and Snapchat geofilters were purchased for the top ten pit stops.

6. Earned Media

COG has sent out two press releases thus far, and will send out a third release prior to BTWD, listing elected officials and other notable dignitaries who plan to attend specific local pit stop events. The Committee members were asked to notify COG via email by noon Monday, May 15th as to who has confirmed.

7. Convoys

All Bike to Work Day volunteer convoys for 2017 are listed on the web site. The web site also includes a map with pit stop location overlays, where convoys will stop along their journey. Most, but not all convoys end at Freedom Plaza.

8. Progress Reports from Pit Stop Manager

Pit stop managers provided updates on activities planned for their local Bike to Work Day celebrations to be held on May 19, 2017.

9. Other Business

Staff reminded the Committee that Bike to Work Day is a rain or shine event. Pit stops are encouraged to have a contingency plan ready to accommodate for any potential for inclement weather through the use of tents, indoor facilities, and structures with overhead coverage. It remains each individual pit stop manager's prerogative to determine whether or not to cancel their own local pit stop event, based on weather

conditions. If a pit stop makes the determination to cancel or relocate, they are responsible for notifying registrants via email, at least 24 hours in advance.

Updated Commuter Connections bicycling guides are available at ICF, each pit stop is welcome to take an average of 100 guides.

As part of their silver level sponsorship, California Tortilla has donated eighty \$25 gift cards, which will be raffled off regionally.

The Next Bike to Work Day Steering Committee meeting is scheduled for Wednesday, September 13, 2017 at 10:00 a.m.