



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

**November 8, 2006
10:00 a.m. – 11:30 a.m.
Meeting Room 1**

1. Introductions

2. Approval of meeting minutes

The minutes from the September 13, 2006 BTWD Steering Committee were approved as written.

3. 2006 BTWD Draft Report

The committee approved the 2006 BTWD report as presented by Mark Hersey (COG), contingent upon the allowance that any final changes would be accepted by November 10, 2006 for edits submitted by the pit stop managers for their own specific sections only. The report (or modified report based on any possible further edits) will be presented to the Commuter Connections Subcommittee on November 21, 2006 and a review period of one month will be given.

4. Sponsorship Ideas/Discussion

Douglas Franklin (COG) distributed the previous year's sponsor declaration form noting that sponsor levels will continue at the same amounts for 2007. The main distinction between sponsor levels are that logos will be included on the posters/rack cards for the Bronze \$1,000 level, on the T-shirt for the Silver \$4,000 level, and sponsors will be mentioned on the radio spot for the top Gold \$7,000 package. Mr. Franklin pointed out that the form includes the new 2007 logo and that the T-shirts have been increased to 6,000. The steering committee provided feedback on enhancing the form for 2007 and suggested that the event date be added, and to incorporate a space for the description of in-kind donations. The other change noted was the addition of a web listing for the bronze level; however the silver and gold sponsors would receive a web link. The form will be updated and emailed to the steering committee for use and will also be available for download at CommuterConnections.org

Mr. Franklin announced that Commuter Connections has secured the services of a contractor to raise cash donations for the event. The initial deadline for sponsors is December 31, 2006 and the drop dead for written sponsorship commitment in order to guarantee presence on the poster is Jan 31, 2007. High resolution logo art is also required by this date. Commuter Connections has provided leads to the contractor inclusive of previous year's sponsors and a list of private sector companies with high employee participation in the 2006 event. In

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THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

www.commuterconnections.org

1-800-745-RIDE

addition, a “Call for sponsors” will be mentioned in the Commuter Connections fall employer newsletter. Steering committee members were also encouraged to submit ideas and leads for possible 2007 regional cash sponsors.

5. Event Date and Rider Goal

The event date has been locked in as Friday May 18, 2007 as confirmed through the League of American Bicyclists. This coincided with National Bike to Work week. The steering committee voted on adopting a 2007 rider goal of 6,600, a 10% increase over the 6,000 mark reached in 2006.

6. New Pit Stop Suggestions

Bruce Wright (Fairfax Advocates for Better Bicycling) announced that Booz Allen Hamilton has agreed to host the Tysons Bike to Work Day event for 2007 as an official pit stop. This would entail including Tysons on the poster. Fred Shaffer (MNCPPC) mentioned that he would approach the cities of Greenbelt and/or Hyattsville to discuss the possibility of these Prince George’s locales as new BTWD pit stops. Mimi Murray (Fairfax County) mentioned that the County was considering moving the Fairfax pit stop to a location other than the Government Center in an effort to gain more riders beyond those who primarily work for the County. Mike Jollon (Fairfax County) has volunteered to run a pit stop in the South County.

7. Marketing Collateral discussion for 2007

Mr. Franklin mentioned that several 2007 BTWD poster concepts would be presented to the steering committee at the January 10th meeting. Once approved, Commuter Connections will translate it into a rack card and populate with sponsor logos.

A copy of the 2006 “Save the Date” HTML email was distributed. Since the formal printed marketing materials won’t be available until about two months prior to the event, the purpose of the “Save the Date” email is to provide an early reminder about the upcoming event and to announce the date of BTWD. Mr. Franklin suggested sending a modified version of the email directly to employers with specific language about the Employer Challenge. A draft of the 2007 “Save the Date” HTML email will be shared with the committee at the January 10, 2007 meeting. Any appropriate adjustments will be made based on feedback at that meeting, and the email will be released to previous BTWD registrants soon thereafter.

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

Robert Moore (VDOT) expressed concern about receiving visibility for VDOT’s support of the BTWD event. All of the state DOTs provide support for the event, at least indirectly, due to their funding of the overall Commuter Connections program. It was felt however, that sponsor presence on the marketing materials for this particular event should be handled in a

unique fashion, in that the only sponsors listed (other than the main organizing bodies (COG/Commuter Connections, WABA) would be those with cash or in-kind donations of \$1,000 or more. Should VDOT or any other DOT pledge \$1,000 or more above and beyond what is already allocated toward the overall Commuter Connections program budget, then VDOTs logo would be included on par with the other sponsors. Nicholas Ramfos stated that Commuter Connections makes a conscious effort to recognize the DOTs as funders of the umbrella program where ever appropriate, including its web site, newsletter and other Commuter Connections collateral printed throughout the year.