



**Bike To Work Day Steering Committee  
Meeting Notes Wednesday, May 14, 2008**

**1. Introductions**

**2. Approval of Minutes from March 12, 2008 Meeting**

The minutes were approved as written.

**3. T-Shirt/Giveaways Pick up Procedures**

A BTWD T-shirt was passed around the meeting and well received. BTWD T-shirts and other giveaway items are to be picked up at ICF International in Fairfax any time between 8:30 am & 4:00 pm on Tuesday or Wednesday May 13 & 14<sup>th</sup>. Drive to the back of the building (loading dock area) and assistance will be provided.

Thanks was given to WABA staff and BTWD Steering Committee members from Fairfax and Montgomery County who volunteered to sort T-shirts on Monday.

**4. Marketing / Media Outreach Update**

Posters and Rack Cards were delivered mid-March. Banners were delivered early May. A mailing including a letter and several posters was sent by Commuter Connections to employers within the Washington region. The backs of the letters had a list of tips for hosting a BTWD celebration. An HTML email of the BTWD poster (linked to WABA) was sent to employers as well. COG and Commuter Connections web sites both have the BTWD logo on them. An email was sent to all Commuter Connections Bulletin Board members.

Media Outreach has been good. Calendar Listings went out early April and a BTWD Media Advisory was sent out late April. First week of May another refresher Media Advisory was sent with the dignitary pit stop attendance list. A press release will be sent the day of the event. Other earned media secured includes TV, radio, newspapers and blogs. The full list will be included in the Bike to Work Day report.

## **5. Progress Reports from Pit Stop Managers**

Pit stop managers gave brief updates on activities surrounding the coordination of their pit stops.

## **6. Other Business/Suggestions for Next Meeting**

Mirza Donegan shared some tips regarding ways to motivate bicyclists to stay longer at a pit stop.

A suggestion was made that in 2009 a mentor (buddy) system should be set up for new pit stop managers to be matched up with veteran pit stop managers.