

Bike to Work Day Notes

September 14, 2005

1. Introductions

2. 2005 Pit Stop Recap

The following pit stops provided a synopsis of their May 20th local events. Most pit stops reported attendance levels that equaled 25% to a third of registered participants.

- Alexandria - Vanessa Vega
- Bethesda & NIH - *Douglas Franklin reported on behalf of summaries provided*
- Bowie - Frank Stevens
- College Park - Elisa Vitale
- Fairfax - Mimi Murray
- Freedom Plaza - Maggie Thompson
- Leesburg & Sterling - Sharon Affinito
- North Bethesda - Mirza Donegan
- Rockville - Jeff Radan
- Silver Spring - Terrie O'Steen

3. 2005 BTWD Slideshow

Douglas Franklin ran through a slideshow of photos provided by the following pitstops from the 2005 BTWD event:

- Alexandria
- Bethesda
- Bowie
- College Park
- Fairfax
- Freedom Plaza
- NIH
- North Bethesda
- Reston
- Rosslyn
- Silver Spring
- Vienna

4. 2005 Draft Report

Mark Hersey issued and discussed the 2005 BTWD draft report. He asked that all pitstops (who have not already contributed to this report) email a summary of their pit stop event activity for inclusion into the report. All final updates and edits for the draft report will be taken through November 7, 2005. The report will be presented to the Commuter Connections Subcommittee in mid November.

5. 2006 Event Date and Rider Goal

Maggie Thompson from WABA confirmed that Bike to Work week is May 15-19, therefore it was the consensus of the group to hold our event on Friday, May 19, 2006. The subcommittee discussed the rider goal for 2006. Some committee members stated their preference for a goal of 6,000, however the majority felt that although this is indeed an impressive number, a lesser goal would be more practical. The goal of 5,500, was agreed by the committee to be both a substantial increase but also an attainable goal. Reaching it would allow for use of the term "exceeded participation" within the press release.

6. 2006 Sponsorship

Douglas Franklin distributed the new sponsorship declaration form for 2006, which included three levels of opportunities for BTWD sponsors. The main distinctions are as follows:

Bronze \$1,000 - sponsors will have their logo included on the print materials (poster & rack cards)

Silver \$4,000 - sponsors will also get their logo on the T-shirt

Gold \$7,000 - sponsors will also get their company name mentioned in the radio ads.

Mr. Franklin announced that due to previous difficulties in securing sponsors for the event, COG has hired an outside contractor to assist with raising funds for BTWD. The initial goal given was to raise at least \$10,000 to supplement T-shirt expenses. Incentives have been established for the contractor to raise monies beyond \$10,000. Any additional sponsor dollars secured will go toward marketing related to the event, such as banners and / or newspaper advertising. The initial early point of entry return by date for the sponsor declarations is the first week of November however, this is not a final deadline.

Although the primary focus of sponsor activity by the pit stop managers will be to secure in-kind donations for their local events, Mr. Franklin encouraged Steering Committee members to provide suggestions for potential regional cash sponsors. Pit stop managers who secure in-kind sponsors of \$1,000 or more need to obtain the logo of the organization for inclusion on the printed materials. In-kind sponsors of lesser value will not be included on the printed materials.

7. New Pit Stop Suggestions for 2006

Terrie O'Steen discussed the possibility of adding another pit stop in Wheaton with a new residential complex across the street from Wheaton Metro called The Montgomery at Wheaton.

Charles E. Smith is considering returning to the event and hosting a pit stop in Crystal City.

Phil Koopman suggested that we speak to WMATA about having pitstops at select Metrorail stops.

John Brunow of bikes@vienna and Bruce Wright also want to explore having a pit stop located at Tysons Corner.

8. Marketing BTWD 2006

Douglas Franklin reviewed some of the marketing tools to promote the 2005 event and discussed the need to establish earlier marketing efforts for the 2006. This however has been a challenge as late acquisition of sponsors has delayed the printing of materials. Mr. Franklin stated that conceptually, earlier securing of sponsors for the event will allow for earlier marketing and wanting to set a goal for getting marketing materials printed three months in advance of the event.

The 60 second radio spot that was produced through the Commuter Connections program for the 2005 BTWD event was played for the group. Maggie Thompson from WABA requested that if possible, to state the bicycling organization's name in full within the radio ad instead of using the acronym. Mr. Franklin stated that due to the extent of the BTWD message and the limited time given within the radio ad to communicate the event happenings, in the past it was not possible to also state the long Washington Area Bicyclist Association name in full. Chris Arabia noted that since funding for BTWD radio will no longer be tied to the Guaranteed Ride Home program, the time saved by not promoting GRH may allow for the possibility to state the WABA name in full for 2006.

Douglas Franklin asked the group their opinion of the printed materials used to promote the 2005 event and all agreed that the “take one” or “rack” cards were a great addition to the marketing arsenal. The suggestion was to print both the posters and rack cards again for 2006, but to print a lower quantity of posters and a greater quantity of the popular rack cards.

To supplement marketing needs prior to the official glossy printed materials, a simple “Save the Date” flyer will be developed to drive awareness of the 2006 Bike to Work Day event. This will be distributed to past BTWD registrants in pdf form via email, as well as to the pit stop managers and other BTWD stakeholders.

9. Other Business / Suggestions

2006 BTWD Steering Committee meetings will be held every other month on the second Wednesday at 10:00 a.m. The meeting notice and agenda will go out approx. two weeks in advance.