



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

**May 10, 2006  
10:00 a.m. – 11:30 a.m.  
Meeting Room 3**

**1. Introductions**

**2. Approval of March 8, 2006 Meeting Minutes**

The minutes from the March 8, 2006 BTWD Steering Committee were approved as written.

**3. Giveaway Items Pick Up Procedure**

Maggie Thompson of WABA described procedures to pick up the giveaway items and t-shirts. Due to lack of ample storage space at WABA offices, Preferred Offices - our biggest cash sponsor, was kind enough to store everything at their facilities and even provide staff to help organize the goods for pick up. This includes all t-shirts, giveaways, and water bottles (if you place a water bottle order through City Bikes). The Preferred Offices location is on 16th Street in DC. Following the meeting, Douglas Franklin will send an email to pit stop managers with more details on the location. Ms. Thompson asked all pit stop managers to sign up for individual pick up times between May 16-17<sup>th</sup>. Having a spaced apart schedule will make the operation run smoothly. Pit stop managers were advised to bring a hand truck and if possible, to come with a partner.

T-shirts will be issued based on registration numbers for each pit stop and any remaining shirts will be divided among the pit stops proportionally. To guarantee t-shirts for volunteers, they should be instructed to register via the BTWD web site. Ms. Thompson noted that there's an "I want to volunteer" box they can click.

As of May 10, registration numbers are over 4,000 registrants for BTWD. WABA will closely monitor the registration volume and should the number of registrants climb to 5,000 (quantity of available T-shirts) they will remove the Free T-shirt language from the web site. If we reach our maximum t-shirt capacity however, we will still be encouraging as many people as possible to register to participate. They can still get all the rest of the fantastic fun, food and chances for prizes!

#### **4. Radio Spot**

Douglas Franklin mentioned that the BTWD 2006 edition radio spot began running on May 1<sup>st</sup> and will continue airing thru this week. He noted that when it began, registration volume was at 2,500 compared to over 4,000 within ten days. The spots are airing on a variety of Washington area radio stations, a total of 75 times during the two week period.

#### **5. Media Outreach**

Mr. Franklin announced that the Media Advisory went out last Tuesday and he encouraged pit stop managers to send announcements to their local press as well. Baltimore Metropolitan Council and WABA have placed reciprocal logo links for BTWD events on their respective web sites. WMATA is running an ad on May 17<sup>th</sup> in the Express Newspaper that will be devoted in part to BTWD. There will be no mention of free T-shirts in the ad, as the strong possibility exists by that time, we will have reached our 5,000 t-shirt registrant level.

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

Each pit stop manager was given an opportunity to provide any updates pertaining to the planning of their 2006 pit stops.

#### **7. Other Business**

A Bike to Work Day proclamation ceremony will be held at the Fairfax County Government Center Board Room on May 15th. Nicholas Ramfos and Eric Gilliland will be in attendance to represent Commuter Connections and the Washington Area Bicyclist Association.

Commuter Connections has updated the "Biking to Work in the Washington Area" bicycling guides and they will be available at Preferred Offices for pit stops who want them.

Honest Tea can be picked up in Bethesda any day next week. Contact [Adrian@honesttea.com](mailto:Adrian@honesttea.com) to schedule a time.