

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

**Wednesday, May 9, 2007
Metropolitan Washington Council of Governments
10:00 a.m. – 11:30 p.m.
Meeting Room 3, First Floor**

1. Introductions

2. Approval of Minutes from March 14, 2007 Meeting

The minutes were approved as written

3. T-Shirts/Giveaways Pick up procedures

Pit stop managers are to pick up T-Shirts and assorted giveaway items on May 14th and 15th at the offices of ICF International. Parking is available at the loading dock in back, and a member of the shipping/receiving staff will escort pit stop managers to the storage/sorting room, just down the hall from the loading dock. A dolly will also be made available for moving materials from the storage/sorting room to the loading dock. Address is 9300 Lee Highway Fairfax, VA 22031.

4. Marketing update /Media Outreach

- Posters & Rack Cards were delivered in mid March.
- Banner art provided in mid April.
- COG held BTWD proclamation at Transportation Planning Board meeting mid April.
- A poster accompanied by a letter was mailed to 1,900 employers in the BTWD footprint in mid April.
- An employer tailored email was sent out to the business community to encourage involvement in BTWD and to promote the Employer Challenge.
- Circulator bus signs were up mid April.
- BTWD Radio spots aired weeks of April 23, April 30 & May 7 on WWDC, WTOP, WRQX, WHUR, WASH & WWXX (espn).
- Press Release was sent out April 24th.
- BTWD billboard slide appeared on Dept of Health & Human Services monitors.
- Need names of elected officials by COB May 11th.

- Pre-event Press/ Media Coverage to Date
 - Metro will promote BTWD in Washington Post Express on May 16th.
 - Globe radio station promos began this week, 30 15-second BTWD PSA's.
 - Washington Business Journal article "Wellness in the Workplace" about companies w/ commuter benefits for bicyclists. ICF & Discovery were both featured.
 - WPFW-FM 89.3 MetroWatch.
 - Washington Afro-American.
 - Metro Podcast.
 - Fairfax County Gazette.

5. WABA Web Site Registration Update

Jeff Peel from WABA sent out a registration update report yesterday indicating nearly 4,000 bicyclists. At least two more updates will be provided before the event, including a report on the Thursday prior.

6. Water Bottles

Phil Koopman from City Bikes has ordered a total of 1,700 water bottles for pit stops who requested them. They will be shipped directly to the pit stop managers if they cannot be delivered to ICF in time. Pit stops should coordinate payment through WABA.

7. Progress Reports from Pit Stop Managers

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

8. Other Business

- Honest Tea pick up May 11 through May 17 between 9 am - 4 pm.
- Sponsor coupons sent by Caribou and Sport & Health will be available at ICF.
- Waldorf pit stop will not take place.
- VDOT to provide granola bars and bike maps to Virginia pit stops.