



**Bike To Work Day 2011 Steering Committee
Meeting Notes
Wednesday, March 9, 2011**

1. Introductions

2. Approval of Minutes from January 12, 2011 Meeting

Meeting notes were approved as written.

3. 2010 Bike To Work Day TERM Evaluation Project Survey Results

Nicholas Ramfos, COG/TPB staff presented results of the Bike to Work Day 2010 Draft Survey conducted of commuters who participated in the May 2010 Bike to Work Day event. The survey assessed the use of bicycles for commute travel before and after the event and results will be used in the July 2009 - June 2011 Transportation Emission Reduction Measure evaluation. COG received 3,038 completed questionnaires out of 8,956 commuters who were sent the survey; a response rate of 34 percent.

Highlights of Findings:

- 2010 was the first BTWD event for 32% of participants.
- 83% of participants rode to work at least occasionally before BTWD; 90% rode to work in the summer after BTWD, 81% were still riding during the late fall (November).
- 10% of participants started riding to work after the event and 22% started riding more often.
- Respondents who rode to work before BTWD rode an average of 2.4 days per week. The average frequency increased during the summer after BTWD to 2.6 days/week. In late fall, the average frequency dropped back to 2.4 days per week.

Kristin Haldeman inquired whether the study can address bike to transit. Nicholas Ramfos said that although it does not, COG can assist with public awareness about bike to transit through incorporating the topic into a BTWD press release, and also social networking.

Mr. Ramfos stated that the draft report would be presented to the Commuter Connections Subcommittee on March 15th and would be released for comment at that time. Steering Committee members may forward any comments on the report directly to Mr. Ramfos.

4. In-kind Sponsors

REI will be providing bike-tech support at six pit stops in 2011. Whole Foods is participating as a Gold level sponsor and a dozen stores are donating food/beverage up to \$350 each. Honest Tea is donating cases of teas and assorted beverages. A follow up email and deadline will be established for those interested in Honest Tea. Pit stops will be responsible for picking up the bottles at the Bethesda warehouse. Quantities given to each pit stop will be impacted by demand and allocated equitably based on pit stop size. Peak racks will donate a bicycle rack to the regional opt-in raffle. City Bikes and BicycleSPACE will both be donating bicycles for the regional raffle as well as bike accessories for local pit stop raffles. Each pit stop will get at least one but hopefully multiple raffle prizes. Some of the items may include courier bags, helmets, locks, plus smaller items.

5. Posters and Rack Cards

Posters are printed and rack cards are being printed and will be delivered together by the week of March 17th. Pit stop quantities are based on the previous year's order unless other arrangements have been made. Most pit stops will receive 300 flyers and 500 rack cards; extra quantities are available at COG on a request basis. A PDF of the 2011 Bike to Work Day event poster will be sent via email to the Committee.

6. Banners

Based on a successful sponsorship drive, each pit stop will receive a banner at no cost, customized with pit stop location and time (based on information listed on the web site). The vast majority of pit stops have requested a banner. The goal is to ship the banners out by the end of the month. Pit stops managers are highly encouraged to hang the banners in a visible area as soon as practical, in order to generate awareness and registration.

7. Web Site

The Bike to Work Day registration web site is managed by the Washington Area Bicyclist Association (WABA) and was launched on March 1st. This year WABA will set up automatic reports for each pit stop every week. Notification will come by email with a link where the report is available for download.

8. Convoys

Listed on the event web site are over two dozen commuter convoys being organized by WABA for Bike to Work Day. Commuter convoys are led by experienced bicycle commuters who will travel throughout the region on May 20th; many but not all convoys will converge onto Freedom Plaza. All bicyclists both new and experienced are welcome to join any of the convoys. There is no special registration required as bicyclists need only be in the right place at the right time to pedal in.

9. Water Bottles

Eric Welp from City Bikes will be coordinating an order of water bottles. Pit stops interested in purchasing Water Bottles should place their order directly through Eric by March 31st. Initial cost will be \$1.90 per bottle and may decrease based on funding from Specialized.

10. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on the planning status of their Bike to Work Day local events.

11. Other Business

Should the National Bike Summit date be known and communicated to COG prior to the planning of its 2012 meeting schedule, the March Bike to Work Day Committee meeting can be situated during an alternate week.

At its April 20, 2011 Board meeting held at the Metropolitan Washington Council of Governments, the National Capital Region Transportation Planning Board will approve a proclamation recognizing Friday May 20, 2011 as Bike to Work Day throughout the Washington metropolitan region.

The T-Shirt size breakdown for 2011 was based on Committee feedback and is as follows: XL 20%, L 33%, M 29% and S 18%. Compared to previous years, this is an increase in small and medium size percentages. In order to better gauge what T-Shirt sizes should be produced for the 2012 event and beyond, a question has been added to the registration site.

Dan Hayes will convert the BTWD poster into Spanish and make available to the Committee.

Next BTWD meeting is scheduled for Wednesday May 11, 2011 10:00 a.m.