



**Bike to Work Day
2013 Steering Committee
Meeting Notes
Wednesday, May 8, 2013**

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The notes from the March 13, 2013 meeting were approved as written.

3. Pick up of T-Shirt/Giveaways/Other Materials Sorting

The 2013 teal T-Shirt was unveiled to the Committee and circulated to Steering Committee members for closer review. Bike to Work Day T-Shirts are being stored at ICF International offices in Fairfax within a secure storage location on the third floor of the 9302 building. Sorting will be managed by WABA staff and a team of volunteers from various pit stops this Friday. Sorting volunteers may take their goods after the volunteer work is complete. Thanks to Greg Billing from WABA and the team of volunteers, many of whom are repeat volunteers from last year. Volunteers included:

Phil Koopman (BicycleSPACE)

Charlie Dyer (Fairfax City)

Charlie Strunk, Nohemy Miranda, and Vanessa Aguayo (Fairfax County)

Margie Weaver (Frederick County)

Judy Galen (Loudoun County)

Sheila Wilson & Nakengi Byrd (Montgomery County)

Traci McPhail (North Bethesda)

Liz Badley (Reston)

Other items that will be available for pick up at ICF include Commuter Connections Bicycling to Work guides; ozone magnets from Clean Air Partners; assorted bicycle gear and accessories from BicycleSPACE; TapIt water bottles, flyers and maps; Bikes and Metro brochures from WMATA.

Pit stop coordinators should plan to pick up their allotments Monday and Tuesday of next week between 9am-4pm. Neighboring pit stops are encouraged to combine pick up

coordination with each other. A dolly will be made available and ICF staff will provide assistance where needed.

4. Proclamation

At its April meeting at COG, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday May 17th as Bike to Work Day throughout the Washington metropolitan region. The enlarged proclamation was signed by Patrick Wojahn, City of College Park Councilmember and 2nd Vice Chair of the TPB. Photos were taken and posted to the Bike to Work Day web page.

5. Radio/Print Ads

A :60 second radio ad began running on April 29th, for a total of 134 ads over three weeks. The stations which were part of the media buy included DC 101, and WJFK. The radio spot was played for the Committee. A ½ page color ad appeared in the Express Newspaper and was circulated for review to the Steering Committee.

6. Press Release

COG/TPB staff developed a Bike to Work Day earned media strategy and coordinated media interviews. A pre-event press release citing that registration had officially opened, plus a calendar posting were sent to media outlets in March. A second pre-event press release was sent in early May with the title “More Than 70 Pit Stops will Cheer on Bike to Work Day Participants.” Next Tuesday a press release will be sent to the media mentioning elected officials planning to be in attendance. A final press release will be sent the day of the event.

7. Registration Reports

Greg Billing from the Washington Area Bicyclist Association provided a final review of the process for downloading registration reports from the BTWD registration database through weekly emails.

8. Safety & Security

In light of the recent Boston Marathon tragedy, COG’s Director of Public Safety and Health has reminded the law enforcement community within the region about the upcoming Bike to Work Day event occurring during the early morning hours of May 17th. Emergency Managers, Police Chiefs, and other key security officials have been made aware of all pit stop celebrations as over ten thousand event participants will be gathering at pit stop locations throughout the region. Area law enforcement was asked to consider increased police presence.

9. Progress Reports from Pit Stop Managers

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

10. Other Business

The next Bike to Work Day Committee meeting is scheduled for Wednesday September 11, 2013.

The Committee reviewed a Fox 5 news segment featuring Judy Galen from Earth Day's "Dirty Sock Contest".