

# **Bike to Work Day Notes**

## **March 8, 2006**



### **1. Introductions**

### **2. Approval of Minutes from January 11, 2006 Meeting**

The minutes from the January 11, 2006 BTWD Steering Committee were approved as written.

### **3. Sponsorship Update**

Douglas Franklin from COG announced that Commuter Connections has raised \$16,200 from ten cash sponsors for the bicycling event. Below is the breakdown of each sponsor and amount given.

Arlington County	\$1,000
bikes@vienna, LLC	\$1,000
Capital Crescent Trail	\$1,000
DC Lottery	\$1,000
DDOT/Go DC	\$4,000
Kryptonite	\$1,500
Preferred Offices	\$4,500
REI	\$200
VPSI	\$1,000
WMATA	<u>\$1,000</u>
	\$16,200

In-kind sponsors donating \$1,000 or more in products or services include:

- Caribou Coffee

- Circulator Buses
- Honest Tea
- Kryptonite Locks
- Reston Town Center
- Whole Foods

Phil Koopman of City Bikes has generated at least \$9,000 of in-kind products and merchandise donated for the Bike to Work day event.

#### Cycling Accessories

- Bell
- Pedro's
- Serfas
- Topeak

#### Cycling bags

- Jandd
- Timbuk2

#### Bicycles for raffle

- Breezer
- Cannondale
- Jamis Bikes (2 bikes)

#### **4. WABA Web Site / Registration Announcement**

Eric Gilliland of WABA announced that the BTWD web site officially launched as of March 7th and asked that all pit stop managers double check their pit stop location and times, as well as their contact information for accuracy.

Mr. Gilliland also mentioned a special web site set up for pit stop managers to keep tabs of how many people have signed up for each of the various pit stops. That site is located at [www.waba.org/reg.php](http://www.waba.org/reg.php)

#### **5. Marketing Materials**

Mr. Franklin presented the final BTWD poster layout for the 2006 event. The photo used in the poster was voted on by the group by a 2 to 1 margin. Last year the posters made up a majority of the printed promotional material, but due to the overwhelming positive feedback received about the rack cards, Commuter Connections will order a larger quantity of rack cards and lower the number of posters. Specifically, 50,000 rack cards and 15,000 posters are being printed. Mr. Franklin anticipates getting the materials to pit stop managers by March 31<sup>st</sup>.

## **6. T-Shirts**

Enough sponsor dollars were generated to cover the cost of the T-shirts for the event. Mr. Franklin pointed out that since white shirts are considerably less expensive, monies would be left over to purchase a banner for each pit stop. The cost differential between white and colored shirts is approximately one dollar per shirt, or \$5,000 total. Phil Koopman suggested the idea of printing white shirts and to consider getting water bottles with the extra money, instead of banners. Several pit stop managers were in agreement with this idea, however the steering committee voted to purchase 5,000 color (orange) T-shirts.

## **7. Media Outreach**

Mr. Franklin provided a summary of advertising and public relations opportunities made available for the event.

- A 60-second radio spot will be aired during the weeks of May 1st and 8th, approximately 75 in total.
- Nicholas Ramfos will be taping a public affairs interview on Clear Channel Radio about BTWD.
- Downtown BID will place three BTWD interior bus cards onto six Circulator buses, for a total of 18 signs. Buses will also contain BTWD rack cards.
- A BTWD article was just included in the Commuter Connections newsletter. Both the COG and Commuter Connections web sites contain BTWD logo links on the home page.
- Kryptonite issued a dual press release to announce support for BTWD in Washington on May 19th and in San Francisco on May 18.
- COG's National Capital Area Transportation Planning Board will proclaim Friday May 19, 2006 as BTWD in the Washington region, at the April 19th board meeting.
- Mr. Franklin reminded the group to be sure to get the word out locally about the event as much as possible. In addition to distributing to the printed marketing materials to employers and sign shops etc., pit stop managers can also communicate locally about their event through County web sites, newsletters, placing banners up in advance of the event, and conducting local proclamations.

- The group was also reminded to begin to secure elected officials and other dignitaries for speakers at their pit stops.

## **8. 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. Local in-kind sponsors are in the process of being secured.

## **9. Other Business**

Mr. Franklin mentioned that due to the color T-shirts, banners will not be supplied for the event, Commuter Connections will however supply the banner art work to any pit stop that wants it. Banner artwork is being offered to make it as easy for the pit stop managers as possible and so that the banners have a consistent look throughout the region.

Pit stop managers would need to take the art files provided by COG and work with a local sign shop. Pit stops would be responsible for paying for the banner out of their own budget. Mimi Murray stated that Fairfax County will pay for banners of Fairfax County pit stops. Terri O'Steen mentioned a sign shop vendor that she worked with in the past and will share his contact information with the pit stop managers.

Mr. Koopman stated that City Bikes will be placing an order for water bottles in support of the Freedom Plaza pit stop and solicited requests for any pit stop manager interested in piggy backing on the request. Mr. Koopman will not have an exact dollar amount of the cost until it is determined what the quantity will be, but he anticipates about \$1 a piece. More information will be communicated through an email.



# Attendance Sheet

March 8, 2006

	First Name	Last Name	Organization	Pit Stop Name (if Applicable)	Phone	Email
	Angela	Atwood-Moore	NIH	NIH	(301) 402-4282	atwood@box-a.nih.gov
	Sharon	Affinito	Loudoun County Transit	Leesburg & Sterling	(703) 771-5251	saffinit@loudoun.gov
	Chris	Arabia	VDRPT		(703) 934-4636	Christopher.Arabia@drpt.virginia.gov
	Ann	Beisel *	Whole Foods	Vienna	(703) 319-2000	ann.beisel@wholefoods.com
	Josh	Bennett	City of Alexandria	Alexandria	(703)-838-3800X215	joshua.bennett@alexandriava.gov
	Robin	Briscoe *	Tri-County Council	LaPlata	(301) 870-2520	rbriscoe@tccsmd.org
	John	Brunow	Bikes at Vienna	Vienna	(703)938-8900	john@bikesatvienna.com
	Mike	Butchko				
	Laura	Chin	Mont Co. Commuter Services			
	Gordon	Christina	Arlington Transportation Partners	Rosslyn		
	Andy	Clarke	League of American Bicyclists			andy@league.org
	Bill	Clarke				
	Cathy	Compton *	AOL	Dulles - AOL	(703) 265-3061	clubnetcoach@aol.com
	Kerry	Daly				
	Brenda	Davis	Charles E. Smith	Crystal City	(703) 413-7214	brenda.davis@cescr.com
	Mirza	Donegan * (Chair)	North Bethesda Transportation	North Bethesda	(301) 770-8108	mdonegan@nbtmd.org
	John	Fagan				
	Mike	Farrell	COG			
	John	Fegan	FHWA			john.fegan@fhwa.dot.gov
	Kristen	Fink *	Bethesda Transportation Solutions	Bethesda	(301) 656-0868	kfink@bethesda.org
	John	Fleming				
	Doug	Franklin (staff contact)	COG		(202) 962-3792	dfranklin@mwkog.org
	Judy	Galen *	Loudoun County Transit	Leesburg & Sterling	(703) 737-8044	jgalen@loudoun.gov
	Eric	Gilliland	WABA	Freedom Plaza	(202) 628-2500	
	Dotty	Dalphon *	TransIT Services	Frederick	(301) 631-3543	ddalphon@fredco-md.net
	David	Hartford *	Oasis Bike Works Inc.	Fairfax City	(703) 371-1095	info@oasisbikeworks.com



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	First Name	Last Name	Organization	Pit Stop Name (if Applicable)	Phone	Email
	Dan	Hayes	University of Maryland	College Park	(301) 405-0250	dhayes@fm.umd.edu
	Wayne	Henniger				
	Mark	Hersey	COG		(202) 962-3383	mhersey@mwkog.org
	Ellen	Jones				ellen@downtowndc.org
	Michael	Jones	GSA		(202) 260-4155	mike.jones@gsa.gov
	Bill	Kelly				
	Ann	King	VRE		(703) 838-5417	aking@vre.org
	Michael	Klasmeier				mike@bikeleague.org
	Kate	Konrad	ATP	Rosslyn	(703) 247-9294	kkonrad@transpartners.com
	Phil	Koopman	City Bikes		(202) 265-0159	phil@citybikes.com
	Beverly	LeMasters	Mont Co. Ride On		(240) 777-5880	beverly.lemasters@montgomerycountymd.gov
	Wendy	Lemieux	VRE			wlemieux@vre.org
	Debbie	Mayer				
	Naa Koshie	Mills	DC Surface Transit/DC Circulator		(202) 661-7563	koshie@downtowndc.org
	Nohemy	Miranda	Fairfax County DOT	Fairfax	(703) 324-1125	nohemy.miranda@fairfaxcounty.gov
	Allen	Muchnick			(703) 271-0895	muchnick@capaccess.org
	Mimi	Murray *	Fairfax County	Fairfax	703-324-1436	Mimi.Murray@fairfaxcounty.gov
	Darlene	Nader				nbtmdn@erols.com
	Jamie	Norton				
	Terrie	O'Steen	Mont Co. Commuter Services	Silver Spring	(301) 565-7313	terri.o'steen@montgomerycountymd.gov
	Michelle	Parker	Bethesda Transportation Solutions	Bethesda	(301) 656-0868	mbyrnieparker@bethesda.org
	Elizabeth	Preston	League of American Bicyclists			andy@league.org
	Linda	Provost	Mont Co. Commuter Services			linda.provost@montgomerycountymd.gov
	Jeff	Radan		Rockville-Fallsgrove	(301) 340-1499	deltasrc@erols.com
	Nicholas	Ramfos	COG		(202) 962-3313	nramfos@mwkog.org
	Tom	Robertson	Bethesda Transportation Solutions	Bethesda	(301) 656-0868 x30	





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\* Pit Stop Managers