



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

**Wednesday, March 14, 2018**

### **1. Introductions**

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

### **2. Meeting Minutes**

The minutes from the January 10, 2018 meeting were approved as written.

### **3. Regional Sponsor Drive**

Commuter Connections has secured 21 regional cash sponsors to date, for a total of \$58,600. Gold sponsors include City of Alexandria, ICF, Spokes Etc. Bicycles, and Takoma Bicycle. Silver sponsors are BicycleSPACE, Bike Arlington, California Tortilla, DC Bike Ride, goDCgo, Marriott International, and Tele Dental Exam. Bronze sponsors are AAA Mid-Atlantic, American Association of State Highway and Transportation Officials, American College of Cardiology, bikes@vienna, Crystal City, Fair Lakes League, Giant Food, Kimpton Hotels & Restaurants, Maryland Department of Transportation, Potomac Pedalers, and the Virginia Department of Transportation. In addition, BicycleSPACE and bikes@vienna are donating bicycles for the regional raffle, and BicycleSPACE and Spokes Etc. Bicycles are donating various bike accessories for pit stop raffle prizes. There is no set deadline to add local sponsor logos to the pit stop web pages. Send only quality images, and include the associated link to the sponsor's web site to Douglas Franklin, at [dfranklin@mwcoq.org](mailto:dfranklin@mwcoq.org).

### **4. Marketing Materials**

A total of 100,000 Bike to Work Day marketing materials are being printed. Distribution is scheduled for mid-March, and most committee members will receive quantities of 625 rack cards, 275 flyers, and 5 large posters. Other committee members will receive quantities based on specific expressed needs, and some will also receive Spanish flyers. This year, more rack cards and Spanish flyers were printed to meet demand. Commuter Connections will be conducting a mailing to employers within the region, which will include a flyer and letter. A PDF of the poster is available on the Bike to Work Day web site, and is available in eps format on a request basis through Commuter Connections.

Each pit stop will receive a large vinyl banner approximately one month prior to Bike to Work Day. The banners will be outdoor quality, 8' wide and 4' tall, and have the same graphics as seen on the poster. Duplicate banners may be directly ordered

through FASTSIGNS® of Herndon/Reston, and the Bike to Work Day bulk rate will be honored.

Phil Koopman from BicycleSPACE will be coordinating the Bike to Work Day water bottles for 2018. The minimum quantity is 50 and pit stop organizers may add their own logo with a minimum order of 300 bottles.

#### **5. New Pit Stops**

Bike to Work Day 2018 will have a grand total of 101 pit stops, 18 of which were added this year: 5 of the new pit stops are in DC, 1 each in Charles, Montgomery, and Arlington Counties, and the City of Alexandria; 2 each in Prince George's and Prince William Counties; and 5 in Fairfax County.

#### **6. Registration Reports**

Daily registration report emails have begun, and will continue up through Bike to Work Day. The emails will come from Salsa Labs and will contain a link to download registration data of each pit stop. Download instructions were distributed at the meeting and will be emailed to the pit stop managers as part of the meeting follow up. Pit stop managers who do not receive the registration emails, or need assistance may contact Kristin Frontiera at the Washington Area Bicyclist Association (WABA), [kristin.frontiera@waba.org](mailto:kristin.frontiera@waba.org). Kristin is available to assist with registration report questions through May 4.

A discussion took place about a recent Freedom of Information Act (FOIA) request made to Fairfax County regarding Bike to Work Day registration data for "marketing purposes". The Metropolitan Washington Council of Governments (COG) staff will consult with its legal counsel regarding the matter and plan accordingly. Should any further FOIA requests be received, please notify Douglas Franklin.

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

Pit stop managers provided updates on activities planned for their local Bike to Work Day celebrations to be held on May 18<sup>th</sup>.

#### **8. Other Business**

The Bike to Work Day proclamation will take place on April 18, at the National Capital Region Transportation Planning Board (TPB) meeting, held at COG.

An email will go out in April seeking volunteers to help the Washington Area Bicyclist Association sort the Bike to Work Day T-shirts on Friday, May 11.

If making videos promoting your pit stop, send to Douglas Franklin at for use on the office Bike to Work Day social media sites.

Street Smart safety tips brochures for bicyclists, pedestrians, and drivers are available for the taking.

The next Bike to Work Day meeting is scheduled for Wednesday, May 9, 2018.