

**Meeting Notes from May 16, 2003**  
**Bike to Work Day 2003 Steering Committee Meeting**

**Agenda Item #1 – Introductions**

The meeting began with an introduction of those in attendance. (See attached list)

**Agenda Item #2 – Review and Approval of March 14<sup>th</sup> minutes**

The minutes were approved as written.

**Agenda Item #3 & #4 – Regional Event Results & Pit Stop Review**

Ms. Brenda Davis of Charles E. Smith informed the group of the Crystal City pit stop's activities. There were 122 verified attendees. Arlington County Board member Paul Ferguson read the Arlington County proclamation making May 2<sup>nd</sup> Bike to Work Day for Arlington County. There were prize drawings held every 20 minutes with donations from vendors such as Honey Baked Ham and other local eateries. Ms. Joanna Burroughs observed that many attendees were thankful for Crystal City having a pit stop.

Linda Provost of Montgomery County described the Rockville pit stop experience. There were approximately 60 attendees who were registrants and about 17 extra folks who came to share in the event. Many of the destinations were not only Rockville but also Gaithersburg, DC, and Alexandria. REI and City Bikes each donated a bike for giveaway items. There were bike checks done and a Ride On bus was nearby for bike on bus needs. Of note were Nancy Florine and George Leventhal of the Montgomery County Council, Larry Giamo, the mayor of Rockville, and John Hall of the Rockville City Council.

Darlene Nader and Mirza Morris of the North Bethesda Transportation Center informed the group on the US NRC pit stop event. There was a disc jockey for music and large amounts of foodstuffs for the riders. Nancy Florine and George Leventhal also attended the US NRC pit stop. There were approximately 80 or so riders who came to the pit stop. On site bike checks were done by Bob's Bikes. Hudson Bay donated bicycle accessories such as helmets for giveaway items.

Deborah Skea of Loudoun County gave a brief description of the Leesburg pit stop. America On Line added many bicyclists for the event and brought the number of riders to over 200 who visited the pit stop. Three county directors came from various county agencies. Mark Herring, County Supervisor, was also in attendance. Prizes were raffled off every 10 minutes. On site safety inspections were done and a demonstration of recumbent bicycles was given for the attendees. Local bike shops donated generous amounts of bicycle accessories and other bike related items.

Terrie O'Steen and Sheila Wilson of Montgomery County informed the group on the Silver Spring pit stop. Between 80 and 90 riders visited the pit stop for the event. There

was a disc jockey who provided music for the event and the local bike shops and eateries donated numerous items for prize giveaways.

Katie Sihler of Arlington Transportation Partners related the Rosslyn pit stop experience. Approximately 360 riders visited the pit stop, 93 of which were non-registrants. A band provided the music and the Mobile Commuter Store was located at the pit stop. Walter Tejada of the Arlington County Council attended the event. FlexCar and ZipCar were present offering incentive packages for new customers.

Shauna Brown of Alexandria Rideshare described the Old Town pit stop event. Just over 220 riders attended the event and there was a bike on bus demonstration with a MetroBus. The City Police registered bicycles. City Council members attended. Local sponsors included Wheel Nuts and Harvest Bread.

Kerry Daly-Foxwell and Kristen Fink of Bethesda Transportation Solutions informed the group of the Bethesda event. Reed Street (close the Capitol Crescent Trail) was closed down. Approximately 175 riders visited the pit stop. There was a disc jockey who provided music for the pit stop attendees. Howie Denis of the Montgomery County Council attended the event along with Marsha Kaiser of MDOT.

Eric Gilliland and Ellen Jones of WABA related the Freedom Plaza pit stop information. There were 21 convoys which traveled to downtown without incident. Over 800 attended the event. Giant Food and PeaPod donated food and prize items. DC Council member Phil Mendelsohn, COG Director Dave Robertson, and DC Delegate Eleanor Holmes Norton spoke at the event. City Bikes emceed the prize drawings. The media impact was bolstered by television coverage of the event by Fox5 News and the Commuter Challenge where two cyclists raced a SOV driver from West Hyattsville to Freedom Plaza. The cyclists won.

Staff informed the group that the other pit stops' experiences would be recorded in the Bike to Work Day 2003 report.

#### **Agenda Item #5 – Ideas/Discussion for Next Year's Event**

The group recommended that the efforts to promote the event in the media well in advance of the actual date be repeated for next year's efforts. Ms. Jones mentioned that there were difficulties in the coordination of the convoys and the pit stops. Ms. Sihler suggested that the convoy starting points have signs that direct riders to where the actual meeting place is located. Ms. Daly-Foxwell informed the group that monitoring of the prizes and other items should be emphasized since someone made off with a fair amount of the prizes.

Staff asked if there are additional possible pit stops for next year's event. Mr. Gilliland mentioned that Prince George's has several candidates in Greenbelt and Bowie. Ms. O'Steen stated that there is keen interest for having a pit stop in Montgomery County.

## **Agenda Item #6- Next Meeting Date**

The next meeting date is set for the fall of 2003.

## **Attendees**

[Eric Gilliland](#) – WABA

[Katie Sihler](#) – Arlington Transportation Partners

[Christina Gordon](#) - Arlington Transportation Partners

[Mark Hersey](#) – COG

[Brenda Davis](#) – Charles E. Smith Companies

[Shauna Brown](#) – City of Alexandria

[Sheila Wilson](#) - Montgomery County

[Mirza Morris](#) - NBTMD

[Ellen Jones](#) - WABA

[Mike Farrell](#) – COG

[Nicholas Ramfos](#) – COG

[Linda Provost](#) – Montgomery County

[Joanna Burroughs](#) – Charles E. Smith

[Darlene Nader](#) – NBTMD

[Kerry Daly-Foxwell](#) – BTS

[Kristen Fink](#) – BTS

[Deborah Skea](#) – Loudoun County