



## MEETING NOTICE AND AGENDA

### REGIONAL BIKE TO WORK DAY STEERING COMMITTEE MEETING

Metropolitan Washington Council of Governments  
Meeting Room 1

**January 8, 2004, Noon- 1:30 p.m. Lunch provided.**

Staff Contact: Mark Hersey 202-962-3383

1. Introductions (5 minutes)
2. Progress on Additional Pit Stops (20 minutes)
3. Marketing Items Review (35 minutes)
4. Sponsorship Review (20 minutes)
5. Next Steps and Meeting Date (10 minutes)

**Bike to Work Day 2004  
Steering Committee  
Meeting Notes  
December 4, 2003**

**Item 1 - Introductions**

The meeting began with introductions of those attending. (See attached list)

**Item 2 – Presentation and Adoption of Final Bike to Work Day '03 Report**

The committee approved the report and recommended it be presented to the Commuter Connections Subcommittee in January.

**Item 3 – Progress on Additional Pit Stops**

Ms. Theresa O'Steen of Montgomery County informed the committee that the NOAA plaza may not be available on May 7<sup>th</sup>. She is currently looking for alternative sites and is working closely with Discovery Communications for a pit stop at that location if the NOAA plaza is not available.

Staff informed the committee that Falls Church would most likely not have a pit stop for the 2004 event. To compensate for that reduction, the City of Bowie has signed on to host a pit stop, and Fairfax County is considering having a pit stop at the Springfield annex for Fairfax County. In addition, the City of Gaithersburg is also considering having an event in their downtown area.

Staff informed the committee that the drop-dead date for pit stops would be January 21<sup>st</sup>. Additional pit stops can be added after that time, but they must be legitimate proffers to be considered for inclusion.

**Item 4 – Sponsorships/Marketing Planning**

Staff reviewed the sponsorship levels and what the corresponding levels mean in regards to logo placement and items to which logos would be included. To date, Charles E. Smith has already committed to being a sponsor for the event again. Letters will be going out over the course of the next few weeks to targeted sponsors in the region as well as national companies located in the region. The committee was also informed that a separate meeting was taking place the following week to begin production plans for the marketing materials for the event.

## **Item 5 – Free Media Opportunities/Partnerships**

Ms. Ellen Jones of the Downtown DC Business Improvement District suggested releasing an early “press release” prior to the event so as to garner interest and get earlier support from local media outlets. The committee then discussed different ideas on how to generate interest for the event to increase attendance. Eric Gilliland of WABA mentioned that each year’s event for the DC pit stop has partnered with a new initiative so as to gain greater exposure for biking to work.

## **Item 6 – Next Steps and Meeting Date**

The next meeting is set for January 8, 2004.

## **Attendees**

Sam Baum - Washington Area Bicyclist Association (WABA)  
Shauna Brown – City of Alexandria  
Brenda Davis – Charles E. Smith  
Victor Egu – Prince George’s County  
Kristen Fink – Bethesda Transportation Solutions  
Eric Gilliland – Washington Area Bicyclist Association (WABA)  
Ellen Jones – Downtown DC Business Improvement District  
Phil Koopman – City Bikes  
Mimi Murray – Fairfax County DOT  
Terrie O’Steen – Montgomery County  
Michelle Parker - Bethesda Transportation Solutions  
Fred Shaffer – MNCPPC  
Frank Stevens – City of Bowie  
Sheila Wilson - Montgomery County