

Meeting Notes from February 20th, 2004
Bike to Work Day 2004 Steering Committee Meeting

Agenda Item #1 – Introductions

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

Agenda Item #2 Planning Sheet and Progress on Additional Pit Stops

The final number of pit stops is 18. The group gave updates on the sites and times of the pit stops. The information is as follows:

1. Gaithersburg – 6:30 to 8:30 at Bohrer Park
2. Rockville – 6:30 to 8:30 at the Red Brick Courthouse
3. Rockville – 6:30 to 8:30 at the Fallsgrove Multi-Modal Transportation Center
4. North Bethesda – 6:30 to 8:00 at the US NRC Plaza (by the White Flint Metro)
5. Bethesda – 6:30 to 8:30 at Reed Street (by the Crescent Trail)
6. Bowie – 6:30 to 8:30 at the Bowie Town Center
7. College Park – 6:30 to 8:30 at City Hall
8. Silver Spring – 6:30 to 8:30 at the corner of Wayne and Georgia (Discovery Communications)
9. Silver Spring – 6:30 to 8:30 at the Summit Hills Apartments Complex
10. Frederick – 6:00 to 7:30 at the Frederick MARC Station
11. Downtown DC – 8:00 to 9:00 at Freedom Plaza
12. Arlington – Rosslyn Gateway Park – 7:00 to 8:30
13. Arlington – Crystal City Waterpark 6:30 to 8:30
14. Alexandria – 6:45 to 8:30 at City Hall
15. Fairfax – 6:30 to 8:30 at the Fairfax County Gov't Center
16. Vienna - 6:30 to 8:30 Maple Ave and the W & OD Trail
17. Reston – 6:30 to 8:30 at the Reston Town Center
18. Leesburg – 6:00 to 9:00 at the Harrison St. entrance to the W & OD Trail

Mr. Robert Huddleston of Southern Management Company (SMC) suggested that outreach for the event includes other communities like Summit Hills and to link up those sites for additional impact.

Agenda Item #3 –Sponsorships/Marketing

Doug Franklin of COG discussed the T-Shirts and other printed materials. The registration website should be up and running by the end of February. The brochures and posters should be ready to print by the end of February as well. The Commuter Connections newsletter will contain a blurb about the event and direct interested riders to register at the WABA website. Stickers that have the logo without the 2004 tag on them will be used this year. The T-Shirts will be green with white lettering and the platinum sponsors will be listed on the back. Ms. Terrie O'Steen asked why the colors were green and white since an earlier discussion had mentioned the possibility of the colors being white with blue lettering. Her concern was that the collateral materials from last year

wouldn't match this year's colors. The group concurred that the colors were to be green with white lettering. Eric Gilliland of WABA mentioned that Bruce Wright from Reston wanted the banners as early as possible before the event to draw more interest. The group then reviewed the mockups for the posters and brochures. One poster is directed toward riding enthusiasts and the other is for the general public.

Agenda Item #4- Free Media Opportunities

Staff mentioned that the media coverage for last year's event was extremely helpful in garnering interest in the event and in bicycling as a commuting option. The hope is to expand beyond last year's mentions and have even more coverage from available media outlets. Mr. Franklin mentioned that there would be a radio ad run this year and will run the first two weeks in April. Mr. Phil Koopman of City Bikes mentioned that the GRH advertisements should make more mention of bicycling as a commuting option since GRH is being used a partner promotion for the event.

Agenda Item #5 – Next Steps and Meeting Date

The next meeting will be held at COG on March 18th, 2004.

Attendees

Deborah Saks – Charles E. Smith
Deborah Skea – Loudoun County
Douglas Franklin – COG
Eric Gilliland – WABA
Frank Stevens – City of Bowie
Fred Shaffer – MNCPPC
Jeff Radan – City of Rockville
John Telesco – City of Rockville
Kate Konrad – ATP
Katie Sihler – ATP
Koshie Mills – NBTMC
Kristen Fink – BTS
Laura Chin – Montgomery County
[Mark Hersey](#) – COG
[Mike Farrell](#) – COG
Mimi Murray – Fairfax County
Mirza Morris – NBTMC
Phil Koopman – City Bikes
Rob Huddleston – SMC
Terrie O'Steen – Montgomery County