

**Bike to Work Day Steering Committee  
Meeting Notes Wednesday, March 10, 2010**

- 1. Introductions**
- 2. Approval of Minutes from January 13, 2010 Meeting**
- 3. In-kind Sponsors**

A number of in-kind regional sponsors expressed interested in attending specific pit stops and being part of the celebration activity. REI, a bronze level sponsor is interested in attending seven pit stops. Gold level sponsor Whole Foods Market has nine stores participating with donations of food/beverage. Most Whole Foods locations will send staff to the pit stops to hand out food and beverage items, where at least one store will donate but not be in attendance. Honest Tea will be donating 133 cases of assorted teas and beverages. All interested in the Honest Tea products must be willing to pick up the cases at their Bethesda warehouse and inform Douglas Franklin as such. Once all participating pit stops are identified, case allotment will be assigned along with pick up instructions. Dominic Valentine from City Bikes noted the various bicycle/bike accessory giveaway items secured for the event.

- 4. T-Shirts**

Ample sponsor dollars were raised to pay for color (yellow) T-Shirts. To account for the event's regular forecasted growth, plus eight new pit stops, 1,000 additional T-Shirts have been ordered beyond the previous year's total. T-Shirts will be available to the first 8,500 registered participants. Committee feedback expressed that at past events there have been too many large and extra large T-Shirt sizes and not enough mediums and smalls made available. In an effort to reach a more optimal balance, at the January meeting, Committee members provided input on sizes through a written ballot process. Input was weighted by the number of registrants per pit stop. The more participants a given pit stop had last year, the greater their size selection impact was considered towards the formula for overall size selection. The new 2010 T-Shirt size breakdown is as follows: Extra Large 24%, Large 33%, Medium 26%, and Small 17%.

- 5. Fliers and Rack Cards**

The final version of the Bike to Work Day 2010 event flyer selected by the Committee was distributed. The theme selected this year was "Are you pumped?" with a visual of an air pump and a bicycle tire. The flyer has been populated with all sponsor logos and official pit stops for 2010. Rack cards will be developed to have the same look and feel. Each pit stop manager will be

shipped approximately 300 flyers and 500 rack cards, unless a specific quantity was otherwise requested. An electronic pdf version is available on the event web site and it will be circulated via email to the Committee as a meeting follow up.

## **6. Banners**

Additional sponsor dollars provided an opportunity to purchase vinyl banners for each pit stop. The banners will be 8' x 4' and are scheduled to arrive at the beginning of April. Pit stop managers are asked to display them well before the event as a marketing tool. Gold sponsors will appear on the banners.

## **7. Web Site**

Greg Billings from the Washington Area Bicyclist Association was thanked for doing a nice job with setting up the web site this year. All sponsor logos and pit stops are up and several new questions were added to the registration form. The first new question provides a drop down box of choices pertaining to the method by which registrants heard about the event, such as brochure, radio etc. A question was also added about the bicyclist's destination point (ending zip code) in order to match those heading in the same direction who may wish to travel together. The Committee consensus was to make this question opt-in only with a clear disclaimer that the participant may be contacted by a pit stop manager for ridematching purposes with other bicyclists. Registrants will be asked to leave the field blank if not interested. Pit stop managers are responsible for reviewing the new site and communicating any final changes to WABA by Monday March 8. The official launch date is the week of March 8. Each pit stop has the opportunity to recognize local sponsors on their pit stop page.

## **8. Convoys**

Chantal Buchser from the Washington Area Bicyclist Association discussed the commuter convoys forming for the 2010 Bike to Work Day event. Over two dozen are listed on the web site currently, and more will be added.

## **9. Water Bottles**

Pit stops interested in purchasing water bottles are asked to contact Dominic Valentine from City Bikes by March 31. Cost should be around \$1.30 per bottle, and available in multiples of 50. Pick up will be at the same location as T-Shirts, ICF in Fairfax. Commuter Connections will forward all sponsor logos to City Bikes for use on the 2010 water bottles.

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

Pit stop managers provided brief updates on activities surrounding the coordination of their pit stops.

## **11. Other Business**

Next BTWD meeting is scheduled for Wednesday May 12, 2010 10:00 a.m.