The Outreach Committee was formed in the summer of 2013 (chair, Sandy Fry, members, Luis Rivera, Ray Willis, Chris Brown and Stuart Popper) oversaw the tabling that occurred in the fall. The following contains our findings and recommendations. We would like the full board to endorse the ideas presented, so that we can then act on them. The list of events where we tabled and how we setup is at the end of this document. The recommendations are listed upfront:

**Recommendations:**

* Purchase these items for Tabling Effort:
	+ Tablecloth that has our logo, name and perhaps a tagline (cost ~$50)
	+ 2 by 6 ft lightweight folding table (cost - under $100)
	+ 2 by 6 ft banner (to hang at back of tent, or use on table that is larger than 6 ft.) (cost $50 to $100)
	+ Have available a giveaway item. This could be a reflective sticker (1" by 6")with our name and logo (cost ~ $0.50 a piece if we order 2500 or more). A share the road bumper sticker (easy peel off) is also a possibility. For a one color bumper sticker, the price would be around $0.28 if we get 2000 or more, 2 color, $0.36 per for 2000 or more.) -We are open to other ideas for this.
* Develop these items for Tabling:
	+ instruction sheet for volunteers who help with tabling (would like to incorporate the results of the visioning sessions)
	+ Summary sheet on bike/ped resources in the state
	+ improved membership brochure (coordinate with Membership committee)
	+ Sign up sheet for becoming a bike walk ambassador (willing to reach out to elected officials)
* Organize outreach events: In addition to tabling, we should organize events that encourage biking and walking. These would not be fundraisers, but just opportunities to show that biking is fun, and that Bike Walk CT is out there and active. This might be a role of the outreach committee or the membership committee, or both jointly.
* Offer either discounted memberships, or a membership incentive, when folks sign up at our events (coordinate with membership committee)
* Develop a list of bike ped groups in the state, request that they designate a BWCT contact person and correspond with them at least quarterly.

**Purpose of Tabling**

The Outreach committee discussed the tabling events and concluded that the following are the reasons that we should do outreach:

* Increase membership
* Get our name out
* Build our constituency
* Share all types of Bike Pedestrian information, including Safe Routes to Schools information
* Build partnerships
* promote bike safety classes
* promote our other events

By discussing outreach in this mission based way, we developed ideas for improving our efforts.

**Findings:**

* Our quiz game is a fun way to engage people and it is important to have some type of giveaway item to go with the game.
* We need to have a means to get contact information from people who stop at our booth. The raffle of a BWCT membership idea did not seem enticing enough.
* We need a solid handout that gives compelling reason for folks to join with us. Our Membership brochure does this, but could use some retooling. We want to give concrete reasons for membership.
* It would be good if we could be THE info source for biking and walking advocacy in the state. Rather than having a lot of different handouts, could we have a summary sheet that gives info on how to learn more about safe Routes to Schools, other bike ped advocacy groups, trails groups, the state Bike Ped advisory Board?
* In terms of signups on site, our best bet might be to enlist people who would be willing to contact their elected officials when issues come up in their locale or at the state level.
* Can we make membership more enticing at these events, by offering incentives - either a discount on membership (a membership "sale") or a giveaway item -water bottle or bell or light? - for joining on the spot.
* We have not lined up many volunteers yet, but the events themselves may be an opportunity to enlist volunteers. We should run the request for volunteers regularly in the enewsletter. We might be able to get volunteers through colleges and by building partnerships with other organizations.
* Tabling at bike specific events generates the most interest, with environmental events generating less interest, but still worthwhile. General health or fitness events are less worthwhile.
* Our volunteers need to be able to describe who Bike Walk CT is and what we do. Generally, we share this information: we are Bike Walk CT, your advocate for a Connecticut that is safer for bicycling and walking. Bike Walk CT lobbies at the state level to encourage passage of laws that will help bicyclists and pedestrians and to prevent passage of laws that will be bad for bicyclists and pedestrians. We helped to get the 3 foot passing law and the complete streets law passed. We also work with state agencies, particularly the State Department of Transportation, to improve conditions for bicyclists.
* It was useful to table with other organizations, we need to develop systematic ways of reaching out to other bike ped groups in the state.

**Events that we tabled at in 2013:**

* Earth Day Fair, Riverfront Plaza, 4/21 (Sunday) - this was an opportunity to share the word about Bike to Work. Bike to work Committee members ran this tabling effort.
* May 19, (Sunday), Wheel Fun Day Festival, West Hartford Town Hall Grounds; Bike Walk cT provided safety input to the organizers of this event, so they waived the vendor fee for our participation. There was a lot of interest in our display and the Bike Walk CT
* Simsbury September fest, Sep 6, 7, 8. We worked with the Simsbury Bike group and the Farmington Valley Trails Council, so we did not have to provide volunteers for the entire event. The East Coast Greenway Alliance provided a tent
* New Haven: Green expo, September 7. We worked with Elm City Cyclists on this. They secured the space and brought their tent.
* Live Green CT., September 14 and 15, Norwalk. The Merritt Parkway Trail association took on the lions share of the tabling. We set up the booth on day 1 and took it down day 2, and worked 2 hours each day with the Parkway folks.
* Discover Tour, September 21, Bushnell Park
* CT Cycle Fest, September 22, downtown Hartford
* Goodwin Park, Oktoberfest, Saturday, October 5. We participated in this mainly as a courtesy to the Friends of Goodwin Park, for their past support of the Discover Tour.

**Our setup -**

Standup sign/brochure holders for our membership brochure and the Share the Road brochure. We had childrens safety information, comic books and activity books, and reflective stickers from CCMC (courtesy of Luis). At a couple of these, we asked people to fill out a form so that they could get more information from us and be eligible to win a free membership. There were only a handful of people who took part in this. We had our most success in engaging people by asking them if they wanted to play our bike safety game. We have questions for kids and adults. Since we did not have a wheel to spin to select a question, we asked them to pick a number between 1 and 35. This was a great way to engage people. We gave away last year's tour t-shirts (which was a good opening to let them know about this year's tour) and we gave away the bike to work leg bands (we have a lot of the non reflective leg bands left). Note, people find our booth most interesting when there is a bike on display (we use the bike as part of the quiz game - one fo the questions asks that they put a part tag on the bike.

Weighting down our tent - we bought a packet of weights (5 lb each) at Sports Authority to weight the tent down. These are pretty effective (in Norwalk, we had buckets of sand, but they did not seat well on the legs and the tent blew over and the frame was damaged. The new weights worked pretty well at the Cycle Fest.