ED Report for Feb 1 - Feb 14 2014

*This report augments reports on initiatives presented at board meetings and the intermittent “What’s Going On” updates I’ve been providing by email and through the Board Room page.*

# Advocacy

1. Attended meeting with Sen. Beth Bye and Governor’s Office staff for next week.
2. Attended meeting with CT Tourism advocates, at Kip Bergstrom’s invitation...
3. Re-solicited board and other planners’ feedback on whether and how to strengthen complete streets law.
4. Responded to Sen. Bye’s office about content of Vulnerable User bill.
5. Held conference call for transpo advocates. Discussed possibility of holding some short briefing sessions for legislature later in session, e.g. on complete streets best practices or bike share developments.
6. Scheduled a meeting for 2/21 with Sound Cyclists to promote more activism in Fairfield County (initiated by Ray Rauth).
7. Reviewed TriState proposals for VU bill.
8. Reviewed federal policy developments--New Opportunities bill and Safe Streets bill from Alliance & LAB. Responded to Dave Fine’s related inquiries.
9. Followed up again on status of DPH complete grants contract. Their contracts unit is backlogged, but DPH liaisons continue to press for completion.
10. Floated the idea of convening the Advocacy Chairs of bike clubs at an informal social, to help raise the level of engagement across the state. Received no response.
11. Received request from Governor’s Office to complete background form to be considered as Governor’s appointee to Bike Ped Advisory Board.
12. Participated in conference call with DECD Deputy Commr Kip Bergstrom, CT Tourism director, CT branding director, and Aidan Charles, at Kip Bergstrom’s invitation. Had preliminary call with Aidan.
13. Participated in Alliance/LAB webinar on federal policy developments.
14. Proposed New Haven meeting with Ray, Laura, Ray’s new boss (a big bike/ped champion), and New Haven Rep. Roland Lemar. Snow has interfered with the planning process.
15. Continued to collect Complete Streets resources for a planned web page on complete streets resources (part of DPH grant).

# Education

1. Met with Tony Cherolis on various bike ed issues.
2. Corresponded with Steve Mitchell on April LCI course in Simsbury.
3. Proposed offering a TS101 class before the LCI course, to enable more registrants.
4. Attempted to contact Local Motion for background on their bike rental program several more times before finally connecting. Received helpful spreadsheet containing detailed program budget (Local Motion’s program is underwritten by a corporate foundation—it is not self-sustaining.)
5. Contacted Luis again, along with Kevin Borrup and Karen Brock-Gallo, about getting CCMC involved in bike ed or bike rental program. No response yet.
6. Continued pricing discussion with Simsbury for June 1 4-hour bike ed session.
7. Received, responded to West Hartford inquiry for bike rentals. (Prior inquiries from Jim Arnold re teach the teacher; Craig Mergins for June Sporting Chance for Youth program in Riverside Park, Suffield for bike ed/rental program, Manchester.)

# Communications

1. Assigned, supervised press release announcing Laura’s election to board. Asked for distribution to focus on Middletown and Wesleyan press. HBJ editor plans to run in the next Green Guide. State Rep. Matt Lesser contacted Laura.
2. Continued plan with Gary to engage nonmembers to let them know their newsletter subscriptions will end unless they join with a PWYW pricing (Pay What You Wish) offer
3. Assigned topics for News page and newsletter.
4. Supervised newsletter contents.
5. Reviewed draft press release to announce DPH complete streets grant, so it will be ready whenever the grant is approved.
6. Asked Tara to look at whether/how Constant Contact’s redesigned social campaigns could be helpful to us.
7. Coordinated with TriState on a quote about complete streets for their press release on CT’s most dangerous roads.
8. Received late day request from TriState to go on camera with NBC about the most dangerous roads story. Reporter assignments were in flux and the last minute media opp didn’t work out.
9. Received request from CT Post blog coordinator to do a blog for them. Will pursue, delegating at least some to Tara, in order to strengthen our presence in Fairfield and New Haven counties.
10. Reviewed LAB’s state by state summary of spending on bike ped projects from various funding sources. Requested guidance from planners on the takeaways and action steps for Bike Walk CT. Few of us have a good handle on this, but many people expect us to. Proposed conference call with Sandy Fry and Steven Higashide from TriState.

# Event Planning – Bike to School Day

1. Have not had time yet to follow up on my idea to propose a subcontracting arrangement with for some of the public outreach work. (CT has an $800K Safe Routes to School contract with VN Engineers. VN Engineers asks for our help publicizing Bike to School Day.)

# Event Planning – Bike to Work Day

1. Asked for a board chair for Bike to Work Day programming. Noted urgent need for board leader on Bike to Work Day at 1/15 board meeting. People are asking what our program will entail; we need a response.
2. Gave Tara the ok to try to recruit board members to have a presence at several Earth Day events, seeing them as an opportunity to start publicizing Bike to Work Day. This was Tara’s initiative.
3. Recruited Bike to Work Day coordinator for Met Life.

# Event Planning - Discover Hartford

1. No news: EnvisionFest is confirmed for Sat. Sept. 20, 2014; No further detailed discussions with CCAP have taken place since 1/15.

# Fundraising

1. Set up crowdfunding accounts on Indiegogo and Crowdrise as possible tools to raise funds to hold dinner & bikes program Tony is pursuing. Proposed investigating programs in New Haven and Stamford if they can be designed as fundraisers.
2. **NOTED: Prudential’s $450,000 grant over three years to Achieve Hartford! for building organizational capacity. *We need to look for these opportunities and start building our networks with funders who clearly support capacity building grants!***
3. Postponed investigating Bank of America as a sponsorship prospect. Could use board help.
4. Updated development database with prospects, timelines and next steps for grants, business memberships and sponsorships.
5. Participated in fundraising webinar entitled Asking Styles: A Revolutionary Concept in Fundraising.
6. Secured powerpoints from 4 HFPG workshops attended last year. Plan to share with Board via Board Room page.

# Management, Administration, Board

1. Participated in Exec Comm meeting and pre-meeting planning.
2. Reviewed new terms of general liability insurance.
3. Renewed GL and D&O insurance policies.
4. Conducted phone interviews with two more potential business planning consultants.
5. Identified a business planning consultant to work with, in consultation with Emily and the Executive Committee. Scheduled initial meeting with consultant to develop a work plan. Planning to send regrets today to the other two candidates. He will likely be part of our next board meeting agenda.
6. Pursued pricing ($750) from LGH on board orientation session (after investigating Leadership Greater Hartford’s Leaders on Board/Express Match program and their orientation process for board candidates. Asked for info on providing board orientation session to our existing board first.)
7. Assigned Tara to investigate pricing for board training sessions with United Way and Pro Bono Partnership (also $750).
8. Collected mail, recorded and deposited receipts on days Tara is not available.
9. Tried to register for performance management workshop with CT Association of Nonprofits, but the program was cancelled for low registration.
10. Arranged for check payments for rent, printing for CT Rides event at DEEP.

# Membership

1. Participated in Alliance webinar on software systems for member and donor management. Shared the Idealware resources we received from HFPG to Alliance and MassBike in advance.
2. Re-examined other potential software solutions (WildApricot, Avectra, eTapestry). Set up trial account; started populating with real data to test the system. Shared account info with Tara and Laura to get their impressions.
3. Continued to bounce chapter membership idea off a few more people. May be important to pursue before more groups start following Glastonbury’s and now West Hartford’s leads and incorporating on their own.
4. Conducted initial research on other bike/ped groups’ chapter structures. MassBike and LABike were the first to appear in my search.
5. Updated membership records on days when Tara is not available.
6. Proposed idea of re-connecting with bike shops via board members
7. Followed up with ActiveTrans on their bad experience with Neon member and donor management software. (Their experience was 3 years ago.)

# Outreach and Other

1. Requested board ambassador(s) for Aetna cycling social.
2. Further discussed “Dinner & Bikes” promo in Hartford for June with Tony.
3. Promoted Rising from the Ashes bike movie at the Atheneum. Tried to recruit board ambassadors to be present. Answered member & nonmember inquiries about the movie, tickets, and pricing.
4. Attended meeting with Sen. Beth Bye and WH bike ped committee representatives, at Sen. Bye’s invitation.
5. Attended I-84 Public Advisory Committee meeting.
6. Designed materials, arranged for copies to CT Rides for event at DEEP.
7. Responded to member inquiry about working with CFE and CFPA.
8. Started receiving multiple tabling requests for Earth Day. Gave Tara the ok to try to recruit board members to have a presence at several of them, seeing it as an opportunity to start publicizing Bike to Work Day.
9. Responded to one member’s request to summarize her contributions to Bike Walk CT (we are already sending prompt acknowledgements out for every contribution). Had to inform her the her generous payments made to other organizations for Bike Walk CT’s behalf could not be counted as tax deductible contributions to Bike Walk CT.