



## **BIKE TO WORK DAY STEERING COMMITTEE**

### **MEETING NOTES**

**November 14, 2018**

#### **1. Introductions**

Steering Committee members, guests, and other attendees introduced themselves by name and affiliation.

#### **2. Approval of Meeting Minutes**

The September 12, 2018 Bike to Work Day Steering Committee meeting notes were approved as written.

#### **3. Bike to Work Day 2018 Draft Event Report**

Mark Hersey, COG/TPB staff, presented the final draft of the 2018 Bike to Work Day Event report. The report provides background on activity from the May 2018 event including registration numbers by pit stop, sponsorships, local pit stop recaps, employer participation, promotional activities, and media coverage. A comment period was established for the Bike to Work Day Committee through December 14, 2018. The draft report will also be presented to the Commuter Connections Subcommittee at their November 20, 2018 meeting.

#### **4. New Pit Stop Suggestions**

Confirmation from existing pit stops to renew participation for the 2019 Bike to Work Day event are due by December 21, 2018. The following are areas of interest as possible new pit stops for 2019: District of Columbia - Woodley Park (host Bernstein Management); either Dupont, Georgetown, or Tenleytown (host Beefsteak Restaurant); and Trinidad (host 405 Yoga). Maryland - Germantown (host Atlantic Coast Fitness Club); Kensington (Retro Fitness); and Wheaton (host Montgomery County Commuter Services). Virginia - Springfield Plaza (host Rappaport Company); and Potomac Yard at Mt. Vernon Trail (host National Park Service). The Washington Area Bicyclist Association will send out a call for new pit stop to its members.

#### **5. 2019 Rider Goal**

Despite the decrease in registrations which occurred in 2018, the Steering Committee set a goal of increasing rider registration to 19,000 for the May 2019 Bike to Work Day event; a 10 percent projected growth.

#### **6. 2019 Sponsorship Drive**

The 2019 regional Bike to Work Day sponsorship drive began at the beginning of November 2018. The updated sponsor declaration form was reviewed and costs for 2019 sponsorship will remain steady. The form can be downloaded from the Bike to Work Day event web site and the due date for regional sponsorships is January 31, 2019. Funds from the sponsor drive will be primarily used to finance the purchase of T-shirts for the event. Any additional funds will be used to provide further marketing support, such as vinyl banners etc. To date, two signed sponsor declarations have been secured: American College of Cardiology at the bronze sponsorship level and Comstock Companies

(Reston Station) at the silver sponsorship level. The Comstock sponsorship will be half cash and half Founding Farmers restaurant gift cards.

**7. 2019 Color Theme**

Steering Committee members reviewed colors from past year's Bike to Work Day events, dating back to the year 2003. Based on a majority rule vote, the Steering Committee adopted robin's egg blue as the color theme for 2019. The color will be reflected in the T-shirts, website and all marketing materials.

**8. Commuter Connections Bicycle Routing**

Dan Sheehan, COG/TPB staff, presented Commuter Connections' newly launched Bicycle Route Finder, an online navigational mapping system that helps bicyclists get around more easily and safely by bicycle within the Washington, DC metropolitan region. The map contains 1,400 miles of bike trails, on-street lanes, paths, and facilities. The map also provides the ability to check bikes and bays at Capital Bikeshare locations. Additionally, the bike system can generate a printable map, with clear and accurate turn by turn directions for commuting or recreational rides. The bike route finder is available as a free tool for Commuter Connections members; membership in Commuter Connections is also free. The Route Finder can be accessed by desktop and mobile devices through the Commuter Connections member homepage at <https://tdm.commuterconnections.org/mwcog>

**9. 2019 DC Bike Ride**

Rob Vozenilek from Capital Sports Ventures (CSV) presented the annual DC Bike Ride (DCBR) event. The family friendly event is made up of 20 miles of closed streets on a course which travels parts of the District and Virginia. DCBR 2018 had 7,234 registered bicyclists and 6,200 participants, including 48 percent female ridership. DCBR 2019 will take place on Saturday, May 18 with a goal of 8,000 to 10,000 riders. CSV expressed desire to become a regional silver level sponsor of Bike to Work Day 2019, and work together reciprocally to cross promote DCBR and Bike to Work Day events. A discount will be provided to Bike to Work Day registrants.

**10. Other Business**

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 9, 2019.