



## MEETING NOTES

### BIKE TO WORK DAY 2017 EVENT STEERING COMMITTEE

Wednesday, January 11, 2017

#### 1. Introductions

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

#### 2. Approval of Meeting Minutes

The minutes from the November 9, 2016 Bike to Work Day meeting were approved as written.

#### 3. Sponsorship Update

Commuter Connections has secured 13 regional cash sponsors to date, for a total of \$31,000. This includes two gold, three silver, and eight bronze level sponsors. Sponsors secured are Takoma Bicycle, ICF, Bike Arlington, Marriott International, California Tortilla, AAA Mid-Atlantic, American Association of State Highway and Transportation Officials, Crystal City, Capital Sports Ventures, Fair Lakes League, Arlington Transportation Partners, General Dynamics, and Potomac Pedalers. Several past and new sponsors are still considering sponsorship. The sponsorship drive is open through the end of January.

#### 4. T-Shirt Color

The Steering Committee was presented with three lavender shade t-shirt color samples, ranging from light to dark. Color choices included orchid, lilac, and retro heather purple. After discussion, a vote was taken and retro heather purple was selected by majority vote. Shirts will be made of 50/50 cotton/polyester material with white imprint. COG/TPB staff will explore the possibility of adding double extra-large shirts.

The mix of T-shirt sizes used in the past provided each pit stop with the same allocation of small to extra-large shirts based on a Washington Area Bicyclist Association survey of Bike to Work Day participants. The size breakdown was as follows: Small 20%, Medium 30%, Large 31%, and Extra Large 19%. While this has served well as an overall mix, differences by pit stop often resulted in not having enough of the smaller sizes, or the polar opposite. In order to improve the likelihood that event participants will come away with their desired size, through an online survey, pit stop managers will be empowered to select the size

breakdown that works best for their pit stop. Pit stop managers that do not respond to the survey will receive the default size allocation previously used.

#### **5. Poster Concepts**

Five poster concepts for Bike to Work Day 2017 were presented to the Steering Committee. After a review and discussion, the concept selected by the Committee features bicyclists pedaling across a bridge. Feedback was given by the Committee to refine the poster, such as but not limited to changing one of the coffee cups to a water bottle, repositioning a bicyclist to head in the opposite direction, and changing one of the bikes to a “Capital Bikeshare” style frame.

#### **6. New Pit Stops**

The following are areas of interest for possible new pit stops for 2017: DC - Waterfront SW, Georgetown NW, Riggs Park NE, Shaw NW, River Terrace NE, and Tenleytown NW. VA - Manassas Park, and Newington (Fairfax County). Final new pit stop details are due no later than January 31, 2017. Three pit stops from previous year’s events will no longer remain, they include DC - Ft. Totten NE; MD - College Park Metro, and Takoma Park/Langley Crossroads.

#### **7. Pit Stop Managers Roundtable**

Pit stop managers provided brief updates on the planning status of their local Bike to Work Day events.

#### **8. Other Business**

The next Bike to Work Day meeting will be held on Wednesday, March 8, 2017 from 10:00 a.m. – 11:30 a.m. at COG in Meeting Rooms 4 & 5.

During the next meeting, a presentation will be given on the results of the 2016 Bike to Work Day Survey.