



**MEETING NOTES**  
**BIKE TO WORK DAY 2018 EVENT**  
**November 8, 2017**

**1. Introductions**

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

**2. Meeting Minutes Approval**

The minutes from the September 13, 2017 meeting were approved as written.

**3. BTWD 2017 Report**

COG/TPB staff member Mark Hersey presented the final draft of the 2017 Bike to Work Day Event report. The report provides background on activity from the May 2017 event including sponsorships, local pit stop recaps, employer participation, marketing, and media coverage. The Bike to Work Day 2017 Event draft report will also be presented to the Commuter Connections Subcommittee at their November meeting, and a comment period will be established and shared with the Bike to Work Day Committee as a final deadline for edits.

**4. New Pit Stop Suggestions**

New pit stops are the means by which the Bike to Work Day event can grow through expansion. The following are areas of interest for possible new pit stops for 2018; DC - Capitol Hill, Dupont Circle, L'Enfant Plaza, U.S. Department of Agriculture, and 6th and K Streets; MD – Bladensburg, Largo, and Wheaton; and VA – Alexandria, Arlington, and Manassas Park.

**5. 2018 Rider Goal**

The Steering Committee approved a goal of increasing rider registration to 20,000 for the May 2018 Bike to Work Day event, a nearly 7 percent projected growth.

**6. Sponsorship Drive**

The 2018 regional sponsorship drive started at the beginning of November. The sponsorship levels were reviewed, and the cost of each level has increased for the first time in over a decade. The initial due date for regional sponsorships is December 29, 2017; the

final deadline for sponsorship declarations is January 31, 2018. The 2018 regional sponsor declaration form can be downloaded from the Bike to Work Day event web site.

**7. DC Bike Ride**

Michelle Cleveland from Capital Sports Ventures (CSV) presented on the DC Bike Ride (DCBR) event which took place last May on Mother's Day. The second annual event was made up of 20 miles of closed streets, on a course which traveled parts of the District and Virginia. DCBR 2017 had nearly 5,600 registered participants, including District Mayor Muriel Bowser, who participated for the entire length. Overall, female riders made up 47 percent of participants. CSV's goal for DCBR 2018 is 10,000, and the event will be held on the Saturday after Bike to Work Day. CSV would like to become a regional sponsor of Bike to Work Day 2018, and also maintain co-promotional ties for each other's events, possibly providing a discount for BTWD registrants.

**8. Color Theme**

In order to gain historical perspective, Steering Committee members reviewed colors selected for the past dozen plus years for Bike to Work Day. Based on a majority vote, the Steering Committee adopted gold as the color theme for 2018, with 31 total votes.

**9. Other Business**

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 10, 2018.

Pit stop renewal confirmations are due by Dec 15.