



**BIKE TO WORK DAY 2014
MEETING NOTES
November 13, 2013**

1. Introductions

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

2. Approval of Minutes

The minutes from the September 11, 2013 meeting were approved as written.

3. BTWD 2013 Final Draft Event Report

COG/TPB staff presented the Final Draft of the Bike to Work Day Event report. The report provides background on activity from the May 2013 event including sponsorships, local pit stop summaries, employer participation, marketing and advertising, and media coverage. The Bike to Work Day 2013 Event report was approved by the Bike to Work Day Steering Committee. The report will also be presented to the Commuter Connections Subcommittee at their November 19th meeting. A comment period will be established as well.

4. 2014 Rider Goal

For the May 2014 Bike to Work Day event, the Committee approved an increase of 2,350 registrants, a 16% increase above the total registration mark set in 2013 of 14,650. The numeric goal for 2014 is 17,000.

5. Sponsorship Drive

The 2014 Regional Sponsor Declaration form was distributed and reviewed by the Committee. Levels will remain the same as last year. Commuter Connections began its annual sponsorship drive in October through letters and phone calls to past and prospective sponsors. Two bronze level sponsors have returned declaration forms thus far, Bike and Roll and AAA Mid-Atlantic. In addition, Bike Arlington has renewed their silver level sponsorship. The initial due date on regional sponsorship

commitments is December 31st; sponsors will be accepted until the end of January 2014.

6. Color Theme

Based on a majority vote, the Steering Committee selected pink as the color theme for 2014. The prevailing sentiment is that pink may help to attract more female bicyclist to the event. The concern of one Committee member is the possible association with a notable breast cancer awareness cause whose color pink has become ubiquitous. Orange was the runner up. If enough sponsorship dollars are not available however, white T-shirts will be ordered. Committee members suggested material other than 100% cotton to provide more wicking capability. At the January 8th meeting, Committee members will select the final pink shade from a number of t-shirt samples to be presented.

7. New Pit Stop Suggestions

- Suitland Federal Center at the U.S. Census Bureau with the assistance of Maryland Park Bicycles and the newly formed Census Cycling Club. Location would be adjacent to the Suitland Metro Station.
- Downtown McLean on Elm Street and Fleetwood with the assistance of Five Corners Strategies, LLC and also in partnership with Fairfax Advocates for Better Bicycling.
- Dupont Circle, sponsored by Glen's Garden Market (S & Conn NW).
- WMATA is looking to add three additional pit stops.
- Herndon is considering an afternoon pit stop.
- Other possible new pit stops suggested include: 14th and U Streets – MidCity, H Street, NE (contact Anwar Saleem at H Street Main Street), Steve Moore for a SW Waterfront stop, and Bill McLeod for a Dupont Circle pit stop.

8. Pit Stop Managers Roundtable

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

9. Other Business

Committee members discussed the possibility of asking retailers to offer discounts to Bike to Work Day participants who wear their T-shirts.

Vinyl banners for 2014 will be provided only if sponsor dollars are available. Should that occur, Commuter Connections will send out an email announcement and pit stop banner orders will be fulfilled on a request basis.

The Bike to Work Day 2013 participant survey was discussed briefly and preliminary results will be available in March 2014.

The Next Bike to Work Day meeting will be held on Wednesday, January 8, 2014 at 10:00 a.m. in meeting room 1.