



MEETING NOTES
BIKE TO WORK DAY 2012 STEERING COMMITTEE
Wednesday, January 11, 2012

1. Introductions

2. Approval of Minutes from November 9, 2011 Meeting

Minutes were approved as written.

3. Sponsorship Update

Commuter Connections has secured eight more regional cash sponsors since the last meeting, for a total of nine at \$28,500. This includes three Gold, two Silver and four bronze level. Sponsors secured to date are AAA Mid-Atlantic, Bike and Roll, Bike Arlington, City Bikes, Coalition for the Capital Crescent Trail, Crystal City BID, ICF, Marriott, and Potomac Pedalers. In addition, Peak Racks is donating a bike rack for the raffle. Photos were shown of the bike rack installed at the U.S. Coast Guard; last year's Peak Racks winner. The sponsorship drive will continue until the end of January.

4. T-Shirt Color

Green was the color selected by the Committee in November for the T-Shirts, based on a majority rule vote. Samples of four green T-Shirt shades were presented to the Committee and lime was the shade selected by majority. The sponsorship dollars raised to date represent approximately 85% of what is needed to purchase 11,000 colored shirts with a black imprint.

5. Poster Concepts

Four Bike to Work Day 2012 poster concepts were presented to the Committee for review and selection. The posters included the official event color (green) for their backgrounds, and orange was used for some of the text and images. The Committee selected the graphic from "Give Bicycling Legs" which depicted several bicycle commuters pedaling across the top of the poster, combined with the headline from another poster entitled "Bike in Good Company". The posters

will be translated into Spanish and represent at least ten percent of the total print quantity. The goal is to make the posters available two months in advance of Bike to Work Day.

6. Web Site

An early preview was given of the new web site's home page. The web site will be green and orange and will contain the graphics and headline selected by the Committee for the poster. The site has several main navigation tabs beneath the masthead which stay present across the top of every subpage, so that these key areas can be quickly accessed from any page within the site. The tabs include Home, Employer Resources, First Time Rider Info, Register Now and Sponsors. Each page has other quick links that are specific to the page. For example, the Employer Resources page will have a "Benefits of Bicycling in the Workplace" link. Each pit stop will have its own page and pit stop managers may submit local sponsor logos to Commuter Connections for insertion onto those pages. WABA will continue to handle the behind the scenes registration database, and will also handle the reporting mechanism to the pit stops as was done in previous years. The new web site is expected to go live in March.

7. New Pit Stops

Bike to Work Day 2012 will gain at least seven new pit stop locations and representatives of some of the proposed sites were available to elaborate. The new pit stops include D.C.- National Geographic Headquarters; Maryland – Greenbelt and Takoma Park; Virginia - Mark Center and Carlyle (Alexandria), Falls Church, and the Woodbridge VRE station. Greg Billing and Mirza Donegan offered to provide mentoring for new pit stops. Other than the Freedom Plaza location which is in limbo due to the Occupy movement, final commitments are requested by January 25th regarding the specifics needed for the web site's pit stop pages.

8. Progress Updates from Pit Stop Managers

Pit stop managers provided brief mentions of preliminary plans.

9. Other Business

Magnets and bookmarks will be donated again by Clean Air Partners and made available at the T-Shirt pick up point.

The next Bike to Work Day meeting is scheduled for Wednesday March 14, 2012 at 10:00 a.m.