



**MEETING NOTES**  
**BIKE TO WORK DAY STEERING COMMITTEE**  
**January 13, 2016**

**1. Introductions**

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

**2. Approval of Meeting Minutes**

The minutes from the November 10, 2015 Bike to Work Day meeting were approved as written.

**3. Sponsorship Update**

Commuter Connections has secured nine regional cash sponsors to date, for a total of \$25,600. This includes two gold, two silver, and five bronze level sponsors. Sponsors secured are Takoma Bicycle, ICF International, Bike Arlington, Marriott International, AAA Mid-Atlantic, American Association of State Highway and Transportation Officials, Crystal City, Fair Lakes League and Bikes@vienna. Several past and new sponsors are still considering sponsorship. The sponsorship drive is open until the end of January.

**4. VIP Invitation Letter Discussion**

Last year for the first time the Washington Area Bicyclist Association (WABA) sent out formal letters of invitation to elected officials and other VIP's inviting them to participate in Bike to Work Day and attend one of the local pit stop events. Letter recipients were to RSVP to the pit stop managers. Michelle Cleveland from WABA asked Committee members for feedback on the process. Pit stop managers felt it was somewhat confusing, and preferred to do the outreach themselves. WABA may still send a general letter to simply make elected officials aware of the upcoming Bike to Work Day event, if it still makes sense to do so.

**5. T-Shirt Color**

The Steering Committee was presented with three gray t-shirt color samples ranging from light to dark shades; ash, sport gray, and dark heather. After discussion a vote was taken and by a 3.5 to 1 margin dark heather was selected for the 2016 Bike to Work Day t-shirt color. The imprint color will be yellow.

**6. Poster Concepts**

Three poster concepts for Bike to Work Day 2016 were presented to the Steering Committee. After a review and discussion the Committee selected a concept by a 2 to 1 margin, which features a person's foot pedaling a bicycle. Feedback was given by the Committee to refine the poster, such as modifying the shoe to be more gender ambiguous, adding a chain guard, and improving the pedal.

Rather than a drab gray background with yellow features, the poster colors will be reversed to contain a yellow background with gray features. This will allow the poster to stand out more. The poster will also be translated into a Spanish version, and English rack cards will be made available. Additionally, a quantity of large posters will be printed. The Committee felt that the previous year's 65/35 rack card to flyer allocation was suitable and that the same amounts would be provided this year.

#### **7. New Pit Stop Webinar**

Nate Graham with goDCgo and Michelle Cleveland with WABA, presented an outline of a webinar they are developing for interested parties who may want to learn more about the benefits and responsibilities of hosting a Bike to Work Day pit stop event. A five question worksheet was provided to Committee members in order to obtain open-ended feedback about experiences running a pit stop. The answers will be used to better shape the webinar content. Two webinars will be held; at the end of January and the first week of February.

#### **8. Pit Stop Managers Roundtable**

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

#### **9. Other Business**

The BTWD web site will launch the first week of March. Pit stop managers were asked to verify the accuracy of their web pages and communicate any revisions to COG.

Phil Koopman from BicycleSPACE will be coordinating a water bottles order.

The next Bike to Work Day meeting will be held on Wednesday, March 9, 2016 from 10:00 a.m. – 11:30 a.m. at COG in Meeting Rooms 4 & 5.