



BIKE TO WORK DAY 2014 MEETING NOTES

January 8, 2014

1. Introductions

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

2. Approval of Minutes

The minutes from the November 13, 2013 meeting were approved as written.

3. Sponsorship Update

Commuter Connections has secured six regional sponsors to date, for a total of \$15,000. This includes one gold, one silver and four bronze level sponsors. Sponsors secured are AAA Mid-Atlantic, Bike and Roll, Bike Arlington, Crystal City, Marriott and Potomac Pedalers. Several past and new sponsors are still considering event sponsorship. The sponsorship drive will continue until the end of January 2014.

4. T-Shirts

The Steering Committee was presented with four T-Shirt samples and provided with a forum to voice opinions for and against the various pink shaded colors. After a lengthy discussion, a vote was taken and the outcome was that the color selected for the 2014 Bike to Work Day T-Shirt and corresponding collateral material design was salmon. The monetary goal needed for T-Shirts is \$2.65 per shirt, or approximately \$34,500. The shirts will be ordered as a 50/50 blend fabric.

5. Poster Concepts

Four poster concepts for Bike to Work Day 2014 were presented to the Steering Committee. After a review and discussion, the Committee selected a poster exemplifying commuting to the office, containing a bicycle graphic with spokes made of pushpins and paperclips. Suggestions were taken from the Committee to refine the poster, such as

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changing the bicycle to one more commonly used for commuting, adding a child seat, incorporating the “get your workout before you get your work in.” headline, adding a post-it note. The blank area will be filled with sponsor logos and the poster’s background color will mirror the T-shirts. The poster will also be translated into a Spanish version, and English rack cards will be made available.

6. New Pit Stops

The Bike to Work Day event will gain several new pit stop locations for 2014. The new pit stops will include Alexandria – Del Ray, Arlington - Columbia Pike, Suitland at U.S. Census, and McLean. WMATA is discontinuing its West Hyattsville and Cheverly pit stops in lieu of three new pit stops to be determined. Herndon is considering having an afternoon pit stop in addition to its morning pit stop. The Georgetown BID is considering adding another location at Pennsylvania and 28th Street, in addition to their M Street location. Other potential pit stops may be Dupont Circle, 14th and U Streets, H Street, NE, and SW Waterfront.

7. Progress Updates from Pit Stop Managers

Due to time constraints, pit stop managers did not provide updates on the planning status of their Bike to Work Day local events.

8. Other Business

The Next Bike to Work Day meeting will be held on Wednesday, March 12, 2014 from 10:00 a.m. – 11:30 a.m. at COG in Meeting Rooms 4 & 5.