



**MEETING NOTES**  
**BIKE TO WORK DAY 2017**  
**November 9, 2016**

**1. Introductions**

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

**2. Meeting Minutes Approval**

The minutes from the September 14, 2016 meeting were approved as written.

**3. BTWD 2016 Report**

COG/TPB staff member Mark Hersey presented the final draft of the 2016 Bike to Work Day Event report. The report provides background on activity from the May 2016 event including sponsorships, local pit stop summaries, employer participation, marketing, and media coverage. The Bike to Work Day 2016 Event 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. 2017 Rider Goal**

The Steering Committee approved a goal of increasing rider registration by 6 percent for the May 2017 Bike to Work Day event. The numeric goal for 2017 is 1,056 new registrants to bring the total to 18,600. A discussion ensued about how to account for walkups at the Bike to Work Day events, in order that they are included in the final registration tally. For pit stops with the capability, an ideal way may be to have a tablet on hand at the event so participants can register on the spot. As an alternative, either ask participants to register when they get to their workplace, or take down their needed information, and register for them. All final registration activity must occur by close of business on Bike to Work Day.

**5. Sponsorship Drive**

The 2017 regional sponsorship drive started at the beginning of November. The sponsorship levels were reviewed, and will remain at the previous year's dollar amount levels. No sponsors have been secured to date. The initial due date for regional sponsorship commitments is December 30, 2016; the final deadline for sponsorship

agreements will be January 31, 2017. The 2017 regional sponsor declaration form can be downloaded from the Bike to Work Day event web site.

## **6. 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 lavender as the color theme for 2017, with 14 total votes. A discussion about the possibility of maintaining the same T-shirt color every year for Bike to Work Day took place. The Committee consensus was to retain the tradition of offering a new color each year.

## **7. New Pit Stop Suggestions**

New pit stops are one of the means by which the Bike to Work Day event can grow year to year. The following are areas of interest for possible new pit stops for 2017; DC - Georgetown, Northwest, Southwest Waterfront, and Tenleytown; MD – Largo, and Takoma Park; and VA - Manassas Park, Newington, and Pentagon City.

## **8. DC Bike Ride**

Chris Browne and Sika Fulmer, from Capital Sports Ventures (CSV) presented on the inaugural DC Bike Ride (DCBR) event which took place last May and was made up of 17 miles of closed streets, on a course which traveled parts of the District and Virginia. DCBR 2016 had over 7,000 registered participants. As a result of DCBR, the Washington Area Bicyclist Association (WABA) registered 550 new members, and \$38,750 was raised for its street safety programs. An online survey showed that 84% of riders would recommend DCBR to friends and/or family members. Female riders made up 49 percent of participants. CSV's goal for DCBR 2017 is 10,000, and the event will be held on the Sunday before Labor Day. CSV would like to become a regional sponsor of Bike to Work Day 2017, and also maintain co-promotional ties for each other's events.

## **9. Other Business**

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 11, 2017.

*Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit [www.mwcog.org/accommodations](http://www.mwcog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD).*