



## Meeting Notes

### Bike to Work Day 2015 Steering Committee

November 12, 2014

#### 1. Introductions

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

#### 2. Meeting Minutes Approval

The minutes from the September 12, 2014 meeting were approved as written.

#### 3. BTWD 2014 Final Draft 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 2014 event including sponsorships, local pit stop summaries, employer participation, marketing, and media coverage. The Bike to Work Day 2014 Event report will also be presented to the Commuter Connections Subcommittee at their November 18th meeting, and a comment period will be established.

#### 4. 2015 Rider Goal

For the May 2015 Bike to Work Day event, the Committee approved a goal of increasing registration by 2,200, 13% above the total registration mark of 16, 800 set in 2014. The numeric goal for 2015 is 19,000.

#### 5. 2015 Rain Date Discussion

The Committee discussed the topic of setting a rain date for 2015 based on the heavy rain storm that unfortunately coincided with the 2014 event. The Committee debated the merits and decided not to establish a rain date. A few of the unanswerable questions that were brought up, included who would determine what enough rain is to switch to the rain date? What if it rains in one area of the region and not another? Comments included were that there is no guarantee it wouldn't rain on the rain date. Another more prevailing thought was that having a rain date may send the wrong message that one cannot bike in the rain. The final take away was to leave it up to each individual pit stop manager to determine whether or not to cancel their local event in lieu of a rescheduled date. Each pit stop manager would be responsible for keeping registrants informed of any changes in dates or locations. Pit stops are encouraged to have a contingency plan ready and available to accommodate for inclement weather, such as using tents, indoor facilities (i.e. building lobbies, parking garages), and structures with overhead coverage.

## **6. Sponsorship Drive**

The 2015 Regional Sponsor Declaration form was distributed and reviewed by the Committee and posted to SharePoint. Levels will remain the same as last year. Commuter Connections began its annual sponsorship drive in November through letters and phone calls to past and prospective sponsors. Just prior to the meeting, Marriott International provided a check in the amount of \$7,000 to secure a gold sponsorship. The initial due date on regional sponsorship commitments is December 31st; sponsors however will be accepted until the end of January 2015.

## **7. Color Theme**

Steering Committee members reviewed colors selected for the past ten years to gain historical perspective. Based on a majority vote, the Steering Committee adopted bright orange as the color theme for 2014. The second most voted for color was yellow. Committee members suggested the possibility of obtaining a portion of shirts in a woman's cut, and material other than 100% cotton to provide more wicking capability. At the January 14th meeting, Committee members will select the final shade of orange from a number of t-shirt samples to be presented.

## **8. New Pit Stop Suggestions**

A new pit stop inquiry for 2015 was made by a fitness center in NW, along Wisconsin Ave. near the Naval Observatory. The prospect was sent a list of expectations for Bike to Work Day pit stops. Ideally, new pit stops should be settled by January 31<sup>st</sup>.

## **9. Pit Stop Managers Roundtable**

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

## **10. Other Business**

Committee members expressed that fewer small posters be made available and more rack cards, and to investigate the cost of printing a quantity of larger posters.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 14, 2015.