



## **BIKE TO WORK DAY STEERING COMMITTEE**

### **MEETING NOTES**

**January 9, 2019**

#### **1. Introductions**

Committee members, guests, and other attendees introduced themselves by name and affiliation. Henry Dunbar, Bike Arlington Program Director was introduced as the new Committee Chair to replace Erin Potter.

#### **2. Approval of Meeting Minutes**

The minutes from the November 14, 2018 Bike to Work Day meeting were approved as written.

#### **3. Sponsorship Update**

To date, Commuter Connections has secured eight regional cash sponsors, for a total of \$21,200. The sponsors are Gold - ICF; Silver - Bike Arlington, Comstock Companies, and Marriott; and Bronze - American College of Cardiology, Crystal City BID, Giant Food, and bikes@vienna. A total of \$46,200 is needed for colored T-shirts. Several past and new sponsors are still considering sponsorship and the sponsorship drive will remain open through January 31, 2019.

#### **4. T-Shirt Color**

The Steering Committee was presented with three Robin's Egg Blue t-shirt color samples. After discussion, a vote was taken, and a specific shirt was selected by the majority (61%) of the Committee; 1.7 times the number of votes of the second most popular color. Shirts will be made of 50/50 cotton/polyester material with a navy-blue imprint and range in size from small to extra-large. Double XL shirts will not be made available as they come with a cost prohibitive premium. If enough sponsor dollars are not raised, then white shirts and no banners will be ordered. Should banners be made available, mesh style banner material will be priced out for consideration.

An online survey will be sent to pit stop managers by next week, so they may select the T-shirt size allocation that works best for their local pit stops. Pit stop managers that do not respond to the survey by the January 18, 2019 due date will receive the default size allocation which is based on a past Washington Area Bicyclist Association survey of Bike to Work Day participants. The default size breakdown is small 20%, medium 30%, large 30%, and Extra

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Large 20%. Pit stop managers who need a reminder as to what T-shirt size allocations were ordered by them in 2018 may request it from COG/TPB staff.

## **5. Poster Concepts**

Three poster concepts for Bike to Work Day 2019 were presented to the Steering Committee. After a review and discussion, the “Any Town” concept was selected by 51 percent of the Committee, 1.5 times the votes of the second most popular poster. The layout features a semi-circle road with bicyclists commuting to work. The poster will be refined based on feedback shared by the Committee. A few of the modifications suggested include changing the secondary color, having more variety of bikes, and adding the following: a helmet and business attire to one of the bicyclists, a bike-to-transit element, and a few monuments from the DC skyline. Posters and rack cards will be made available and shipped directly to pit stop managers to the address indicated on the online survey. Each pit stop will be provided with a quantity of rack cards and a lesser quantity of posters. Special requests should be made to Douglas Franklin of COG/TPB staff by January 25, 2019.

## **6. New Pit Stops**

The following are either confirmed or possible new pit stops for 2019. Final confirmation for all new pit stops are due no later than January 18, 2019.

<b>St</b>	<b>Pit Stop</b>	<b>Host</b>
DC	NW Dupont or Tenleytown	Beefsteak Restaurant
DC	Trinidad NE	405 Yoga
DC	Woodley Park CT Ave. across from National Zoo	Bernstein Management
MD	Germantown	Atlantic Coast Fitness & Wellness Center
VA	Centreville Library	FCDOT
VA	Near W&OD Trail	MITRE
VA	Several Fairfax County Rec Centers	Fairfax Park Authority
VA	Woodrow Wilson Library (Falls Church)	FCDOT
VA	Arlington side of Potomac Yard at Mt. Vernon Trail	NPS
VA	Springfield Plaza	Rappaport

Out of 100 pit stops from last year’s event, approximately 95 percent have reaffirmed hosting a local Bike to Work Day pit stop for 2019. After a final attempt is made by

COG/TPB staff, pit stops from last year will have until January 11, 2019 to confirm 2019 participation or otherwise be taken off the web site.

A discussion was held about the concept of “virtual pit stops”, a suggestion from Nicole Wynands of Fairfax County Department of Transportation. Such a scenario would allow commuters who bike to work but not to a pit stop (due to unfeasibility based on distance) to still be able to “participate” in the event and get a T-shirt. The merits of the idea were discussed; however given the inability for the verification of “biking to work” as part of the event and the inability to calculate program impacts in a meaningful way the decision was made to only allow physical pit stops available on the registration form and to perhaps re-visit this concept in the future.

## **7. Pit Stop Managers Roundtable**

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

## **8. Other Business**

George Clark from Tri-County Council for Southern Maryland provided COG/TPB staff with a T-shirt from the 2018 Baltimore Bike to Work Day event to be considered as an option for Washington DC's 2020 event.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 13, 2019 at 10 a.m.