



## **BIKE TO WORK DAY 2015 STEERING COMMITTEE MEETING NOTES**

**Wednesday, January 14, 2015**

### **1. Introductions**

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

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

The minutes from the November 12, 2014 Bike to Work Day meeting were approved as written.

### **3. Sponsorship Update**

Commuter Connections has secured eleven regional sponsors to date, for a total of \$34,100. This includes three gold, three silver, and five bronze level sponsors. Sponsors secured are AAA Mid-Atlantic, Bikes@vienna, Bike Arlington, City of Alexandria, Coalition for the Capital Crescent Trail, Crystal City, General Dynamics (new), ICF International, Marriott, Potomac Pedalers, REI, and Transurban. Several past and new sponsors are still considering regional sponsorship. The sponsorship drive will continue until the end of January 2015. Unfortunately Whole Foods Market is not renewing sponsorship. Committee members were however encouraged to pursue in-kind donations from Whole Foods on a local pit stop level.

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

The Steering Committee was presented with two orange T-Shirt color samples; traditional orange, and safety orange. After discussion a vote was taken and an overwhelming majority selected safety orange for the 2015 Bike to Work Day T-Shirt.

### **5. Poster Concepts**

Four poster concepts for Bike to Work Day 2015 were presented to the Steering Committee. After a review and discussion, the Committee selected a concept showing the arm of a business person carrying a workbag with a bicycle graphic on it. Suggestions were taken from the Committee to refine the poster, such as modifying the male look of the arm to be more gender ambiguous, providing more definition to the work bag, and adding a bike helmet. The blank area will be populated with sponsor logos and the poster's background color will be safety orange. The poster will also be translated into a Spanish version, and English rack cards will be made available. Based on demand, more rack cards and fewer small posters will be printed. In addition, a quantity of large posters will be printed.

**6. New Pit Stops**

The Bike to Work Day event will gain several new pit stop locations for 2015. The new pit stops will include VA Arlington – Shirlington, hosted by Phoenix Bikes; DC Glover Park, hosted by the Urban Athletic Club; and MD Edmonston, hosted by Community Forklift. The deadline for new pit stops is January 31st.

**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**

Vinyl banners will be made available to the pit stops should enough sponsor funds be raised to cover the expense.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, March 11, 2015.