



**Bike to Work Day 2013
Meeting Notes
November 14, 2012**

1. Introductions

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

2. Approval of Minutes

The meeting notes from the September 12, 2012 meeting were approved as written.

3. BTWD 2012 Final Draft Report

COG/TPB staff presented the Final Draft of the Bike to Work Day 2012 Event report. The report provides background on activity from the event including sponsorships, local pit stop summaries, employer participation, marketing and advertising, and media coverage. The 2012 Bike to Work Day Event report was approved by the Bike to Work Day Steering Committee. The report will also be presented to the Commuter Connections Subcommittee at their November 20th meeting where they will be asked to endorse the report for final release. After approval the report will be posted to the Commuter Connections web site.

4. Rider Goal

For the May 2013 Bike to Work Day event, the Committee approved an increase of 1,300 registrants, a 10% increase above the total registration mark set in 2012 of 12,700. The numeric goal for 2013 is 14,000.

5. Sponsorship

The 2013 Regional Sponsor Declaration form was distributed and reviewed by the Committee. The substantive change included increasing the number of T-Shirts to 12,000. Commuter Connections began its annual sponsorship drive in October through letters and phone calls to past and prospective sponsors. One Bronze level sponsor has been successfully signed thus far; Crystal City BID a repeat sponsor. Suggestions

were taken from the Committee for potential sponsors. The initial due date on regional sponsorship commitments is December 31st; sponsors will be accepted until the end of January 2013.

6. Color Theme

To provide background, previous years T-Shirt colors were noted. Based on a majority vote, the Steering Committee selected teal as the color theme for 2013. If enough sponsorship dollars are not available however, white T-shirts will be ordered. The graphic artist will infuse teal into the 2013 poster designs to be presented at the January 2013 meeting.

7. New Pit Stop Suggestions

Rick Holt plans to add another Prince William County pit stop in Dumfries. Other new pit stops slated include East, Falls Church managed by Tri 360, Gaithersburg managed by the county and/or city, Twinbrook managed by JBG Companies, Georgetown managed by the Business Improvement District, and the Edgewood Neighborhood in NE managed by a DC government employee.

Since the Bike to Work Day event web site and marketing materials mention that every pit stop has refreshments available, it was reiterated that in order to participate as an official pit stop, managers are responsible for securing donations for food and beverages and/or purchasing the items.

8. Pit Stop Managers Roundtable

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

9. Other Business

Capitalizing on no longer having the need to allocate 100 percent of resources to running one specific pit stop, Nelle Pierson from the Washington Area Bicyclist Association (WABA) spoke of a successful outreach of WABA staff and volunteers at many of the 2012 Bike to Work Day events. This allowed WABA the opportunity to expand their membership base and communicate their bicycling advocacy message to a greater portion of the region. WABA hopes to expand the number of pit stops in 2013 by even a larger extent.

The next Bike to Work Day meeting will be held at COG on Wednesday, January 9, 2013 from 10:00 a.m. – 11:30 a.m. in meeting rooms 4 & 5.