

**MEETING NOTES
BIKE TO WORK DAY 2011 STEERING COMMITTEE**

**Wednesday, January 12, 2011
10:00 a.m. – 11:30 a.m.**

- 1. Introductions**
- 2. Approval of Minutes from November 10, 2010 Meeting**
- 3. Sponsorship Update**

Since the November Committee meeting, Commuter Connections has secured four additional sponsors for its 2011 Bike to Work Day Sponsorship Drive, for a total of six; two Gold level - Marriott International and ICF International; and four Bronze level - Crystal City Business Improvement District, Bike and Roll, Capital Crescent Trail and VPSI. Peak Racks has also donated a bicycle rack for raffle. Still under Consideration are the City of Alexandria, DC Lottery, Transurban, Bikes@Vienna, SmartWool, AAA and REI. The Sponsorship drive is open until the end of January.

- 4. T-Shirts**

Samples of three purple T-Shirt shades were presented to the Committee and the deep purple color was the shade selected by majority. Voting slips were handed out to allow Committee members to vote on the recommended T-Shirts size percentages. The number of T-Shirts have been increased from 8,500 to 9,000 for 2011.

- 5. Poster Concepts**

Three Bike to Work Day 2011 poster concepts were presented to the Committee for review and selection. The posters included the official event color purple for its background, and green and orange were used for some of the graphic features. The poster which received the greatest number of votes was entitled "Gear Up". Feedback was given by the committee to move the Bike to Work Day logo to the top, move the date to the bottom and make the web site address white in color to stand out more. Based on the high volume of pit stops for 2011, the locations will not be listed, instead registrants can obtain such information from the web site.

6. Bike to Work Day Web Site

Web site registration is expected to go live by March 1, 2011. All new pit stops need to provide Bike to Work Day event details (location, time etc.) to COG by January 14th. Once all new information has been populated onto the site, the Committee will be sent a test link where they can verify pit stop locations, times and contact info for accuracy.

7. New Pit Stops

This upcoming Bike to Work Day event will see a large influx of new pit stops as approximately ten will be added. New locations reside in D.C. Maryland and Virginia and representatives of each pit stop provided updates on the new locations. Rick Holt has gained support to have at least four new pit stops in Prince William County and the District of Columbia Business Improvement Districts each will introduce new pit stops in 2011. Other pit stops will be in Prince George's County located in College Park and Hyattsville. Lastly, a pit stop may be located at the Pentagon.

8. Progress Updates from Pit Stop Managers (existing pit stops)

Pit stop managers provided brief mentions of preliminary plans.

9. Other Business

Mirza Donegan from the North Bethesda Transportation Center will share a pit stop check list with the Committee and COG will distribute through the Committee email list. The check list should be tailored based on your specific needs and requirements as some items may not be pertinent to all pit stops.

Permits are required for any events on National Park Service property. The permit contact information and application link will be provided to the Committee via WABA through the COG email list.

All D.C. pit stops will participate in a conference call with the District Department of Transportation to coordinate Bike to Work Day next steps.

The next BTWD meeting is scheduled for Wednesday March 9, 2011 10:00 a.m.