



**Bike to Work Day 2012  
Meeting Notes  
November 9, 2011**

**1. Introductions**

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

**2. Approval of Minutes - September 14, 2011 Meeting**

The meeting notes from the September 14, 2011 meeting were approved as written.

**3. BTWD 2011 Final Draft Report**

COG/TPB staff presented the 2011 Final Draft Bike to Work Day Event report. The report provides background on activity from the event including sponsorships, local pit stop synopses, employer participation, marketing and advertising, and media coverage. The 2011 Bike to Work Day Event report was approved by the Steering Committee. The report will also be presented to the Commuter Connections Subcommittee at their November 15th 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**

COG/TPB staff presented a chart representing Bike to Work Day registration growth over the past ten years. While several events within the last five years showed modest growth of five percent, more recently the event has enjoyed double digit numbers. For the May 2012 Bike to Work Day event, the Committee approved an increase from 10,990 to 12,500 registrants. This equates to adding approximately 1,500 registrations or a 13.5 percent increase over 2011.

**5. Sponsorship**

The 2012 Sponsor Declaration form was distributed and reviewed by the Committee. Substantive changes included increasing the number of T-Shirts to 11,000 and adding language to address sponsor pit stop presence as being separate from this agreement

and subject to possible charges. 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. Several suggestions were taken from the Committee for potential sponsors. The initial deadline on the Sponsor Declaration form is December 31st; sponsors will be accepted however until the end of January 2012.

## **6. Color Theme**

T-Shirt colors from the past ten years were reviewed which provided some historical background. Based on a majority vote, the Steering Committee voted on green as the color theme for 2012; orange received the second highest number of votes. If enough sponsorship dollars are not available for 2012, white T-shirts will be ordered. The graphic artist will infuse green into the 2012 poster designs to be presented at the January 2012 meeting.

## **7. New Pit Stop Suggestions**

Rick Holt plans to add one more pit stop in Prince William County at the VRE Station in Woodbridge. Other new pit stops slated include Takoma Park, Falls Church, and National Geographic in the District. A strong possibility also exists for a pit stop at the Mark Center in Alexandria. Other ideas include Solomons in Calvert County, MD and the Southwest Waterfront.

On a related note, due to concerns about construction near their office, the Tysons Corner pit stop formerly managed by Booz Allen Hamilton will be moved to Tysons Corner Center and will be hosted by L.L. Bean for 2012.

## **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**

Greg Billing and Mirza Donegan offered to provide mentoring for new pit stops.

A discussion was held regarding the translation of Bike to Work Day posters into Spanish. COG will examine costs to develop and print a small quantity (10-15%) of Hispanic event posters.

A suggestion was made to approach WMATA about the possibility of providing additional bike racks for the event.

The next Bike to Work Day meeting will be held at COG on Wednesday, January 11, 2012 from 10:00 a.m. – 11:30 a.m. in meeting rooms 4 & 5.