

**BIKE TO WORK DAY STEERING COMMITTEE**

**MEETING NOTES**

**March 13, 2019**

1. **Introductions**

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

1. **Meeting Minutes**

The minutes from the January 9, 2019 meeting were approved as written.

1. **Regional Sponsor Drive**

Commuter Connections has secured 20 regional cash sponsors for a total of $50,700. Gold sponsors include GoAlex, ICF, and Spokes Etc. Bicycles. Silver sponsors are BicycleSPACE, Bike Arlington, City Dental DC, Comstock, goDCgo, Marriott, and Springfield Plaza. Bronze sponsors are AAA, AASHTO, American College of Cardiology, bikes@vienna, Crystal City BID, Fair Lakes League, Giant Food, MDOT, Potomac Pedalers, and VDOT. In addition, BicycleSPACE, bikes@vienna, and Spokes Etc. Bicycles are donating bicycles for the regional raffle, and BicycleSPACE is donating various bike accessories for pit stops. There is no set deadline to add local sponsor logos to the pit stop web pages. Send only quality images and include the associated link to the sponsor’s web site to Douglas Franklin, at dfranklin@mwcog.org.

1. **Marketing Materials**

A total of 100,000 Bike to Work Day marketing materials are being printed. Distribution is scheduled for late March, and most Committee members will receive quantities of 575 rack cards, 210 flyers, and 4 large posters. Other Committee members will receive quantities based on specific expressed needs, and some will also receive Spanish flyers. Commuter Connections will be conducting a mailing to employers within the region, which will include a flyer and letter. A PDF of the poster is available on the Bike to Work Day web site and is available in eps format on a request basis through Commuter Connections.

Each pit stop will receive a large vinyl banner approximately one month prior to Bike to Work Day. The banners will be 8’ wide and 4’ tall, and contain the same graphics as seen on the poster. Duplicate banners may be ordered directly through eSigns at a rate of $64.50. Mesh banners were priced out by the competing vendors and determined to be costlier.

The Council of Governments issued a press release announcing that the 2019 Bike to Work Day online registration is officially open! In addition, an announcement was made through social media.

1. **New Pit Stops**

Bike to Work Day 2019 will have a grand total of 115 pit stops, 17 of which are new this year: two in Washington DC, one in Montgomery County, one in Prince George’s County, one in Arlington County, and a dozen in Fairfax County.

1. **Registration Reports**

Pit stop managers will be getting weekly registration report emails beginning this month and daily reports starting closer to the event. Pit stop managers who do not receive the registration emails or need assistance may contact Colin Browne, colinbrowne@waba.org. Walk up bicyclists should be encouraged to register on the spot using their mobile device. If not possible, walk-ups can fill out a paper registration form and leave behind so the pit stop manager can register on the bicyclist’s behalf later that day or the Monday following the event.

1. **Progress Reports from Pit Stop Managers**

Pit stop managers provided updates on activities planned for their local Bike to Work Day celebrations.

1. **Other Business**

The Bike to Work Day proclamation approval and signing will take place on April 17, 2019 at the National Capital Region Transportation Planning Board (TPB) meeting, held at COG.

Phil Koopman from BicycleSPACE will be coordinating the Bike to Work Day water bottles for 2019. The minimum quantity is 50 and pit stop organizers may add their own logo with a minimum order of 300 bottles.

The next Bike to Work Day meeting is scheduled for Wednesday, May 8, 2019.