

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

**Wednesday, January 9, 2008
Metropolitan Washington Council of Governments
10:00 a.m. – 11:30 p.m.
Meeting Room 3, First Floor**

1. Introductions

2. Approval of Minutes from November 14, 2007 Meeting

The minutes were approved as written.

3. Poster Concepts

Douglas Franklin presented three poster concepts for the 2008 BTWD event to the Steering Committee. The objective was to select one concept and/or combine elements of various concepts, to be further developed into the event poster. The poster choices presented took on a subtle environmental approach. This was done in hopes that the look and feel would resonate with bicyclists who are generally environmentally conscious as well as potential bicyclists who may see the connection between bicycling and cleaner air. The posters all had at least some green color treatment, and the message *“Go Green. Bike to work and help the environment.”* All other general copy remained similar to the previous year’s poster. The poster selected for 2008 was concept #2 which had a silhouette of a bicyclist peddling to work. The overall design of concept 2 appealed to the majority of committee members, feedback was given however to remove the leaf background. Instead, the vote was to add the little leaf found in the other two concepts in place of the letter “A” in the word, Day. The background of the chosen concept was a light green shade, with blue text.

Next the committee decided on a color for the T-shirts to align with that of colors used in the poster, again based on a majority vote. Mr. Franklin pointed out that color T-shirts would be contingent on the level of sponsor dollars raised, citing that color T-shirts are considerably more expensive. After settling on green for the T-shirt color, the committee then narrowed the shade of green to an available color that best matched the background of the poster. The group differentiated the various green colors by defining the background green as a “khaki” shade.

4. Sponsor Update

Douglas Franklin provided an update on the BTWD sponsor drive. The initial deadline for sponsor notification was December 31, 2007 and the drop dead for written sponsorship commitment in order to guarantee presence on the poster is January 31, 2008. High resolution logo art is also required by this date.

As of the date of the meeting COG secured a total of six signed sponsors for a total of \$10K, approximately halfway to our mark from the previous year. Due to the increase in BTWD participants, the quantity of T-shirts to be ordered will increase by 500, which will require greater funds.

Repeat sponsors included, Coalition for the Capital Crescent Trail, Potomac Peddlers Touring Club, Downtown DC BID, Crystal City BID. New sponsors include Bike the Sites and GeoEye. Several cash sponsors from last year have verbally committed to sponsoring the event in 2008 and COG is awaiting the required written sponsor declaration form and checks.

Steering committee members were also asked to submit ideas for possible 2008 regional cash sponsors. The Steering committee was also encouraged to start lining up local in-kind sponsors for their pit stops.

5. Highlights of Bicycling to Work Data from U.S. Census Bureau Report

Eric Gilliland from WABA provided some verbal information about the American Commuter Survey which cited findings indicating that bicycling enjoyed a sharp increase between 2004 and 2006, doubling in size from 1 to 2% of the population.

6. WABA Web Pages/Online Registration

Recommended changes for the BTWD registration page included making the employer name mandatory and encouraging registrants to enter their organization's full name in order to reduce the wide variety of Employer names typically given. This has been an ongoing problem when attempting to sort lists by employer name.

The site will also need to provide a mechanism to give away the donated bike rack. Unlike the bicycle drawing where everyone is eligible, only those who want to enter for a chance to win a Bike Rack for their company's work site may opt in.

Mr. Franklin passed around a pit stop list and asked the committee to provide any edits. This list would reflect how the pit stop information would be displayed

on the web site. Any further changes to pit stop locations, times etc. after the "soft launch" should be sent to chantal@waba.org.

As a placeholder, until the official 2008 BTWD registration site is up and running, WABA will put some basic information on their home page about BTWD and note that registration is coming soon. WABA plans to have the registration page up and running no later than March 1st. Early visitors may provide their name and email address and WABA will send them a reminder email once the official registration for Bike to Work Day has begun.

7. Progress Reports from Pit Stop Managers

Pit stop managers gave brief updates on activities surrounding the coordination of their pit stops.

8. Convoy Discussion

Eric Gilliland asked the committee to email him any key origins and destinations for WABA to consider for this year's commuter convoys.

9. Other Business

Mr. Franklin passed around a 2008 COG Calendar which features a BTWD photo for the month of May. These calendars were given out to COG's full membership of over 250 area officials and the 500 guests at the COG's 50th Anniversary Gala which included business, non-profit and government leaders.

Dan Hayes announced that College Park was printing new maps by mid February.