



Meeting Notes

Bike to Work Day Steering Committee

November 10, 2015

1. Introductions

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

2. Meeting Minutes

The minutes from the September 9, 2015 meeting were approved as written.

3. BTWD 2015 Draft Event Report

COG/TPB staff presented the Final Draft of the Bike to Work Day Event report. The report provides background on activity from the May 2015 event including sponsorships, local pit stop summaries, employer participation, marketing, and media coverage. The Bike to Work Day 2015 Event report will also be presented to the Commuter Connections Subcommittee at their November meeting, and a comment period will be established and shared with the Bike to Work Day Committee as a final deadline for edits. The draft report will be posted to SharePoint.

4. 2016 Rider Goal

The Steering Committee approved a goal of increasing rider registration by 1,000, for the May 2016 Bike to Work Day event, roughly 6 percent above the total registration mark of 17,500 set in 2015. The numeric goal for 2016 is 18,500.

5. Sponsorship Drive

The 2016 regional sponsorship drive started at the beginning of November. The sponsorship levels were reviewed and will remain at the previous year's dollar amount levels. Bike Arlington has renewed their \$4,000 silver level sponsorship for 2016. The initial due date on regional sponsorship commitments is December 31st; sponsorships however will be accepted until the end of January 2016. The sponsor declaration form will be posted to SharePoint.

6. Color Theme

In order to gain historical perspective, Steering Committee members reviewed colors selected for the past dozen years for Bike to Work Day. Based on a majority vote, the Steering Committee adopted gray as the color theme for 2016 with 20 total votes. With 11 votes, yellow was chosen as the secondary color to complement gray on the marketing materials. During the January 2016 meeting, Committee members will select the specific shade of gray from a number of t-shirt samples to be presented.

7. New Pit Stop Suggestions

New pit stops are one of the primary means for the Bike to Work Day event to grow year to year. Several organizations are interested in becoming new pit stops for 2016, two of whom participated during the meeting. Stephen Kurtz with property management at Edens, would like to set up a pit stop at Union Market, NE, near Gallaudet University. Edens has experience managing the Merrifield – Mosaic pit stop in Virginia. Mary Foster and Daniel Fisk from the International Republican Institute would like to organize a new pit stop at 1225 Eye Street NW. A third new pit stop inquiry has come from the Fairmont Hotel, located in Georgetown. Fred Shaffer from The Maryland-National Capital Park and Planning Commission will speak to a co-worker about volunteering to host a possible pit stop in Largo. Phil Koopman from BicycleSPACE is considering a second pit stop in Ivy City, NE. Lastly, George Clark with the Tri-County Council for Southern Maryland is targeting LaPlata as a new possible pit stop for 2016. The deadline for new pit stops to join is February 12, 2016.

Nate Graham from goDCgo has volunteered to co-host a webinar along with the Washington Area Bicyclist Association (WABA), in order to provide an educational tutorial session for those considering to become new pit stops.

8. Other Business

A discussion continued from the previous meeting about the Twitter hashtag for the BTWD event. The Steering Committee embraced #BTWD2016 as the official hashtag going forward. Those who wish to continue use of the more localized version hashtag from the prior year, #BTWDC may do so.

Michelle Cleveland from WABA proposed a discussion of the VIP invitation letter at the next Bike to Work Day meeting to be held on Wednesday, January 13, 2016.

