

**Bike to Work Day
Meeting Notes
November 13, 2019**

1. Introductions

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

2. Approval of Meeting Minutes

The September 11, 2019 Bike to Work Day Steering Committee meeting notes were approved as written.

3. BTWD 2019 Event Draft Report

Mark Hersey, COG/TPB staff, presented the final draft of the 2019 Bike to Work Day Event report. The report provides background on activity from the May 2019 event including registration numbers by pit stop, sponsorships, local pit stop recaps, employer participation, promotional activities, media coverage and more. The report will be presented to the Commuter Connections Subcommittee at their November 19, 2019 meeting, and a comment period will be established for that Subcommittee, for which the Bike to Work Day Steering Committee may continue to send edits up through as well. A follow up email message will be sent to the Bike to Work Day Steering Committee to note that final deadline.

4. New 2020 Pit Stops

The following are areas of interest as possible new pit stop locations for 2020: District of Columbia - Woodley Park (proposed host Bernstein Management); Dupont Circle morning event (proposed host AGU); various Southwest DC locations TBD; Maryland - Brunswick in Frederick County (proposed host Brunswick Main Street, Inc.); Mt. Rainer (proposed host Bike Co-op); and Virginia - Avenir Place adjacent to Dunn Loring/Merrifield Metro Station (proposed host Edens). The Washington Area Bicyclist Association will send out a call for new pit stops to its members. The deadline for new pit stops to become part of the official Bike to Work Day 2020 event is December 31, 2019.

5. 2020 Rider Goal

After a review and discussion of goals and results from Bike to Work Day events over the past ten years, the Steering Committee set a goal of increasing rider registration for the May 2020 Bike to Work Day event by five percent, from approximately 17,900 in 2019 to 18,800.

6. 2020 Sponsorship Drive

The 2020 Bike to Work Day regional sponsorship drive began at the beginning of November 2019. The updated sponsor declaration form was reviewed and costs for 2020 sponsorship levels will remain steady. The form can be downloaded from the Bike to Work Day event website and the due date for regional sponsorships is January 31, 2020. Funds from the sponsor drive will be primarily used to finance the purchase of T-shirts for the event. Any additional funds will be used to provide further marketing support, such as vinyl banners etc.

7. 2020 Color Theme

Steering Committee members reviewed colors from past year's Bike to Work Day events, dating back to the year 2003. Based on a majority rule vote, the Steering Committee adopted deep raspberry as the color theme for 2020. The color will be reflected in the T-shirts, website, and all marketing materials. The specific shade of deep raspberry will be determined at the January meeting.

8. Pit Stop Responsibilities and Best Practices

Dan Sheehan, COG/TPB staff, reviewed the final version of the Pit Stop Responsibilities and Best Practices document for the 2020 Bike to Work Day event. The document is a guide for new pit stop managers about organizing a local Bike to Work Day event including support provided by Commuter Connections and the Washington Area Bicyclist Association. The document outlines the pit stop's responsibilities for local promotion, securing food/beverages, giveaways, staffing/volunteers, and arrangement of all other pit stop logistics. The document was issued as part of the September 11, 2019 agenda, after which an open comment period was established. The document includes a requirement for new pit stop managers to attend an orientation session in January 2020 at COG. New pit stop managers will be required to sign and return the document to COG.

9. Pit Stop Manager Survey

Dan Sheehan, COG/TPB staff, reviewed the upcoming pit stop manager survey (questionnaire) which will be required of all pit stop managers. New T-shirt sizes have been added as an option for 2020; XS (Extra Small) and XXL (Extra Extra Large). Pit stops will also have the opportunity to purchase additional T-shirts (at the pit stop's expense), above and beyond the free supply provided by Commuter Connections. Additional questions include a call for volunteers to help with part of the new pit stop orientation session and asks for point of contact information for a second person to serve as the pit stop manager's back up.

10. Other Business

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, January 8, 2020.