Bike Walk Connecticut Committee Roles & Responsibilities

Bike Walk Connecticut has an ambitious calendar of events and programs, and one full time staff person. Board members and members of the organization are actively involved in delivering the organization’s programs and services in various Program Committees and Operating Committees.

Bike Walk Connecticut’s six program committees include:

1. Advocacy
2. Annual Dinner
3. Annual Summit & Silent Auction
4. Bike Education
5. Bike to Work Day
6. Discover Hartford Bicycle Tour

In addition, Bike Walk Connecticut’s operations are supported by five other committees, including:

1. Executive Committee
2. Nominating Committee
3. Membership & Revenue Committee
4. Outreach Committee
5. Communications Committee

The roles and responsibilities of each committee are described in the following pages.

# Program Committee Roles & Responsibilities

## Advocacy Committee

Because Bike Walk Connecticut promotes itself as the statewide advocate for cyclists and pedestrian issues, the Advocacy Committee role is integral to the organization’s mission.

The Advocacy Committee’s primary role is to coordinate the organization’s legislative and administrative advocacy work. To a limited degree, the Advocacy Committee’s role includes work at the local or municipal level, such as promoting the implementation of the complete streets law or promoting bike/ped task forces.

Advocacy Committee members require an understanding of the legislative process, a passion for keeping members and the public informed of important legislative issues and administrative actions, and moving stakeholders to action.

Through and in coordination with the Executive Director, the Advocacy Committee:

1. Proposes the organization’s annual legislative priorities and specific advocacy agenda.
2. Coordinates on all advocacy positions and the general content of advocacy communications, including testimony, correspondence to officials, and action alerts.
3. Helps track state and federal legislation as appropriate.
4. Collaborates with other advocacy organizations or coalition partners as needed, particularly in advance of the opening of the legislative session.
5. Participates as feasible in meetings with the governor’s office, Congressional, legislative and administrative agency officials, and member education materials consistent with the rules applicable to IRC 501(c)(3) organizations.

**Bike Walk Connecticut’s 2013 advocacy agenda includes:**

* Working for the adoption of vulnerable user legislation
* Reinvigorating the state’s Share the Road campaign
* Distracted Driving prevention and enforcement
* Fully funding, staffing and implementing MAP 21 programs
* Complete Streets implementation
* Advocating for the completion and connection of multi-use trails
* Promoting a bike commuting campaign for state government offices

## Annual Dinner & Silent Auction Committee

The Annual Dinner and Silent Auction Committee plans and organizes all logistics for Bike Walk Connecticut’s Annual Dinner and Silent Auction, typically held in late November of each year.

Specifically, this committee:

1. Makes recommendations to the Board regarding date, location, attendance fees, program format, and speakers;
2. Secures an affordable, central location;
3. Within the parameters of the organization’s overall budget, prepares and tracks an Annual Dinner and Silent Auction budget;
4. Sets attendance and revenue goals adequate return on the organization’s investment of time and resources;
5. Recruits and coordinates additional volunteers to help with committee responsibilities;
6. Holds regular meetings of the committee as needed;
7. Ensures that invitations and RSVPs are managed and tracked;
8. Considers attendee evaluations and feedback from the prior year and solicits evaluations after the current year’s program;
9. Manages Silent Auction, including requesting donations;
10. Recruits volunteers for check-in, payment, auction runners;
11. Ensures that payments by cash and check are clearly identified as to the payer and the item paid for;
12. Helps prepares content for any dinner or auction materials (such as a program or speaker bios); and
13. Helps prepare content to promote the summit in newsletters, on the website, and in media releases.

## Annual Summit Committee

The Annual Summit Committee plans and organizes all logistics for the Annual Summit. Specifically, this committee’s role includes:

1. Making recommendations to the Board regarding date, location, attendance fees, exhibitor fees, program format, and speakers;
2. Within the parameters of the organization’s overall budget, preparing and tracking an Annual Summit budget;
3. Setting attendance and revenue goals adequate return on the organization’s investment of time and resources;
4. Seeking input on summit content from potential attendees to ensure conference topics appeal to our “market;”
5. Checking in advance for any major conflicts with the conference date;
6. Organizing plenary and breakout sessions that will appeal to our market;
7. Recruiting engaging, knowledgeable speakers;
8. Recruiting exhibitors as appropriate;
9. Preparing any conference materials, such as programs; handouts and nametags; and
10. Help preparing copy to promote the summit in newsletters, on the website, and in media releases.

The 2013 Annual Summit is planned for late April or early May, toward the end of the legislative session and the beginning of National Bike Month. Planning to secure a venue and date should commence six months before the summit, with other logistical planning to commence soon thereafter.

## Bike Education Committee

The Bike Education Committee plans and organizes all logistics for Bike Walk Connecticut’s bike education programs, including a limited number of Traffic Skills 101 classes, League Certified Instructor classes, any elementary school and summer camp bike safety instruction programs, and any Lunch & Learn instruction programs for the workplace.

Specifically, the role of the Bike Education Committee is to:

1. Recruit and secure trained, effective instructors to teach the bike ed programs;
2. Within the parameters of the organization’s overall budget, prepare and track an annual Bike Education budget;
3. Set attendance and revenue goals to ensure adequate return on the organization’s investment of time and resources;
4. Make recommendations to the Board regarding dates, location, class size, and attendance fees for Bike Education programs;
5. Help prepare copy for promoting the programs in newsletters and on the website;
6. Ensure adequate venues for training programs;
7. Ensure that LCI contractor agreements and invoices for payment are completed and submitted;

Bike Education programs can typically be held beginning late spring through mid-October, depending on instructor availability and advance promotional efforts. Instructor recruiting and program planning should begin no later than March.

## Bike to Work Committee

The Bike to Work Committee promotes National Bike to Work Day, scheduled for May 17 in 2013, and Bike to School Day, scheduled for May 8 in 2013. The Bike to Work Committee helps organize Bike to Work events at locations across the state, and helps promote Bike to School events across the state as well, in conjunction with DOT’s Safe Routes to Schools Coordinator.

Specifically, the role of the Bike Education Committee is to:

1. Set goals for overall attendance and participation in the public and private sectors and by Connecticut county, in an effort to encourage Bike to Work in all parts of the state;
2. Make recommendations to the Board regarding sponsor fees, promotional items, event locations, program format and speakers;
3. Within the parameters of the organization’s overall budget, prepares and tracks an annual Bike to Work Day budget;
4. Set revenue goals to ensure adequate return on the organization’s investment of time and resources;
5. Build and update the “Bike Buddy” roster;
6. Update recommended commuting route maps;
7. As feasible, develop and carry out simple lunch and learn sessions to help novices get ready for Bike to Work Day, looking into video recording the sessions for on demand viewing from our website or through local public access tv stations;
8. Secure speakers and locations as appropriate for Bike to Work Day events;
9. Recruit sponsors as appropriate;
10. Support and coordinate state agency efforts to participate in Bike to Work Day; and
11. Help prepare copy to promote Bike to Work Day and Bike to School Day in newsletters, on the website, and in media releases.

## Discover Hartford Committee

The Discover Hartford Bicycle Tour Committee organizes all aspects of the Discover Hartford Bicycle Tour, typically held in September.

Specifically, the role of this committee is to:

1. Secure the sponsorship of the City of Hartford and coordinate with the city on the tour date;
2. Make recommendations to the Board regarding date, sponsor fees, registration fees, routes, rest stops; exhibitors, speakers, promotional items, and any pre- or post-ride entertainment and activities;
3. Within the parameters of the organization’s overall budget, prepare and tracking an annual Discover Tour budget;
4. Set attendance and revenue goals to ensure adequate return on the organization’s investment of time and resources;
5. Recruit and secure event and media sponsors;
6. Prepare and distribute sponsorship packages;
7. Plan and map tour routes;
8. Secure rest stop locations;
9. Help develop and implement a publicity plan;
10. Help coordinate any promotional materials and artwork;
11. Recruit volunteers for route signage; registration; rest stops; route marshals and sweepers; mobile mechanics; sag support; police, medical and insurance coverage; sag support; rest stops; and the like.

Sponsorship recruiting should begin in December, before companies’ charitable giving budgets are set for the following year. Coordination with the City of Hartford on a date commences in January or February. Logistics planning should begin in earnest by May for a September event.

# Operating Committees’ Roles and Responsibilities

Bike Walk Connecticut should have five committees to address the organization’s operating needs, including:

1. Executive Committee
2. Nominating Committee
3. Membership & Revenue Committee (to be formed)
4. Outreach Committee (to be formed)
5. Communications Committee

## Executive Committee

The Executive Committee is composed of the Board President, Vice President, Secretary, Treasurer, and Executive Director. The Board President serves as chair.

The Executive Committee meets as necessary to accomplish its work, as a general rule six times per year between regular board meetings, on the second Wednesday of the month at 8 am. The committee may meet in person or by telephone conference.

The role of an executive committee, as with all committees, is to help the board accomplish its work in the most efficient way. Specifically, the Executive Committee:

1. Performs the work typically associated with a finance committee, an audit committee and a personnel committee.
2. Works in support of, and between board meetings and in an emergency in place of, the full board.
3. Considers and evaluates participation of directors and seeks assurance of increased participation or resignation as appropriate.
4. Reviews reports of other board committees and implements their recommendations when appropriate and feasible.
5. Helps develop a strategic plan and regularly monitor the organization’s progress toward goals, involving the board in both planning and implementation.
6. Oversees budget preparation and financial planning, proposing for board approval a budget that reflects the organization’s goals and board policies and organizational sustainability. The Executive Committee ensures that the budget accurately reflects the revenue, needs, and expenses of the organization.
7. Recommends financial guidelines to the board (such as to establish a reserve fund or to obtain a line of credit for a specified amount)
8. Reviews financial statements and investment reports and reports significant variances or issues to the board.
9. Safeguards the organization’s assets.
10. Reviews proposed new programs and funding for ongoing financial implications, recommending approval or disapproval to the board.
11. Ensures that the organization has the proper risk-management provisions in place, including adequate insurance coverage.
12. Ensures compliance with federal, state, and other requirements related to the organization’s finances and record-keeping
13. Ensures that the IRS Form 990, other forms, and employment and other taxes required by government are filed completely, correctly, and on time.
14. Ensures that an annual independent audit is conducted, and that recommendations are reviewed and acted upon as necessary.
15. Resolves emergency issues or organizational crises (e.g., loss of funding or unexpected loss of executive director).

## Membership & Business Development Committee

A Membership and Business Development Committee is needed to propose and help execute strategies to increase individual, club and business memberships and generate sustainable revenue streams therefrom.

This committee’s work includes:

1. Reviewing and setting sound individual, club and business membership rates. Current individual membership rates are $35 (individual); $60 (family/household); $100 (supporting); and $250 (sustaining). There is an urgent need for realistic club and business membership levels and manageable benefits to be researched, proposed and adopted in early 2013.
2. Crafting the “value proposition” for membership and the benefits associated with each level of membership;
3. Helping to track membership growth on a monthly basis. The Membership Committee may wish to research and test affordable member management software systems.
4. Proposing policies for various levels of financial and in-kind sponsorship, differentiating sponsorship from membership; and developing strategies for securing such sponsorship.
5. Exploring fee-for-service arrangements, such bike education programs; bike friendly business or bike friendly community coaching; bike commuting program coaching for corporations; and outreach and engagement efforts through DOT, DPW or related organizations.
6. Actively recruit major sponsors and corporate memberships.

## Nominating Committee

In general, the role of the Nominating Committee is to continuously and actively recruit new board prospects whose networks, geographic location, skills and interests will enhance and diversify the board and contribute to the organization’s membership and financial sustainability, and to recommend a slate of new directors and officers to the board consistent with the bylaws.

Specifically, the role of the Nominating Committee is to:

1. Review the Board Profile of skills and interests, seeking new recruits to fill gaps in expertise, networks, gender and geographic area
2. Obtain the permission of the full board before inviting any new prospect to consider joining the board;
3. Provide serious board candidates with a copy of the board member job description, committee descriptions, board profile and strategic plan;
4. Ensure that board recruits fully understand the expectations of board members and assesses the recruit’s committee interests, including membership, board meeting attendance, committee participation, and attending the organization’s events;
5. Obtain a brief bio and board candidate information form from new recruits;
6. Track Directors’ tenures on the Board;
7. Annually ascertain directors’ intent to continue to serve on the board; and
8. Encourage general members’ participation on various program committees as a means of developing a pipeline for new board recruits.

## Outreach Committee

An Outreach Committee is needed to address the many requests Bike Walk Connecticut gets to attend club meetings, outreach meetings, or “table” at fairs or similar events across the state. This committee’s role includes:

1. Responding to requests for speakers or an event presence;
2. Recruiting and preparing ambassadors to speak informally about Bike Walk Connecticut, its mission and current goals and to encourage membership (see “Event Ambassadors” at <http://www.bikewalkct.org/volunteer.html>)
3. Determining which events to staff with Bike Walk Connecticut “ambassadors”
4. Tracking volunteer hours for purposes of earning a no-cost membership, should such a policy be adopted.

## Communications Committee

The Communications Committee is an informal committee that helps promote Bike Walk Connecticut’s messages and events through Facebook, Twitter, MeetUp, LinkedIn, and news outlets as appropriate; by submitting newsletter articles; and by contributing to the News page of the website.

Communications Committee members practice and ensure good online etiquette that promotes a consistent organizational message and projects a positive, professional image of the organization. Meetings are generally unnecessary.

Communications Committee members are expected to have strong business writing and technology skills, a high degree of comfort with social media, and an appreciation for projecting a professional, ethical image of the organization consistent with the way we wish to be perceived.