

Proposal to the Board of Greater Victoria Bike to Work Society

Bike to Work Jackets and Vests

Background

- The Bike to Work skills instructors have admired the professional image created by the logoed jackets purchased a few years ago, and wish to acquire something similar.
- The only concern with the previous jackets was that they were not good modelling for cycling attire - being black rather than brightly coloured, and not having reflective material.
- At the November meeting of the Board, the idea of creating new garments was presented, and was generally supported, with some variation in specific views.
- Following the meeting, options were developed for shell and softshell vests and jackets. These were circulated to instructors, staff and board members. There was interest from almost all the instructors, one board member, and no staff.
- Cycling-specific garments were of most interest, in bright colours with reflective trim. Most of the interest focussed on the Sugoi brand, which had attractive sale prices, and ultimately offered a 60% discount on all its regular priced merchandise.
- To take advantage of the time-limited offer, 6 Bike to Wo instructors and 1 board member purchased some \$4000 worth of Sugoi merchandise for about half price. The president was kept informed of these developments.
- Having the garments decorated with the Bike to Work logo will cost an estimated \$10 per garment, although a final quote has not been received. [check]

Discussion

- The previous jackets were provided to staff and key volunteers at no charge, and were made available to others for \$100.
- At the November board meeting, a range of views were expressed. Garments should:
 - be uniform [same garment, same colour]
 - belong to BtW and be returned
 - only be worn on official BtW business
 - be worn whenever suitable, to promote the brand
 - reflect personal choice of garment types and colours, with the logo as identifier
 - be paid for in whole or in part by BTW
- Instructors chose jackets and vests in a range of bright colours at a cost of \$50 to \$105, and wish to logo them. They hope that the board will contribute to the cost.

Options

1. **Purchase a BTW uniform:** - if BtW wishes to have uniform garments and colours, they will either need to purchase them, or make them a condition of employment. The jackets which have been purchased do not fit with this option.

Estimated cost to BtW:

- a. For **vests** @ ~\$60 each x 10 instructors = **\$600**
 - b. For **jackets** @ ~ \$80-100 x 10 instructors = **\$800-1000**
2. **Cost-share garments chosen by individuals:** - BtW endorses individual choice for garments, pays for logos and partial costs [individuals may choose not to logo garments if they are required to pay]. 6 jackets to logo. **Estimated cost to BtW:**
 - a. **Applying 6 logos** @ ~\$10-15 = **\$60-90**
 - b. **\$40 each** for 6 garments + logos @ \$10-15 = **\$300-330**

If instructors pay a significant part of the garment cost, it is suggested that they be able to wear them both officially and casually, and that this will enhance the profile of Bike to Work.

There may be future demand under this policy as new instructors and board members join us.

Recommendations:

1. That the board pay the cost of logos, plus make a \$40 contribution to a jacket or vest for interested instructors, staff and board members [current cost \$300-330].
2. To enhance the profile of the Greater Victoria Bike to Work Society, the board endorse wearing logoed garments at Bike to Work events and casually.

Prepared by Hu Wallis

For Bike to Work instructors

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