

# BIKE TO WORK DAY

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## New Pit Stop Manager Orientation

Douglas Franklin  
Senior Marketing Manager

Bike to Work Day Steering Committee  
February 7, 2024

# COG Background

- Metropolitan Washington Council of Governments (COG)
- Since 1957
- COG is a hub for regional partnership.
- 501(c)(3) nonprofit association.
- Membership of 300 elected officials from 24 local governments, the Maryland and Virginia state legislatures, and U.S. Congress.



*Washington, DC 1957*

# COG Background

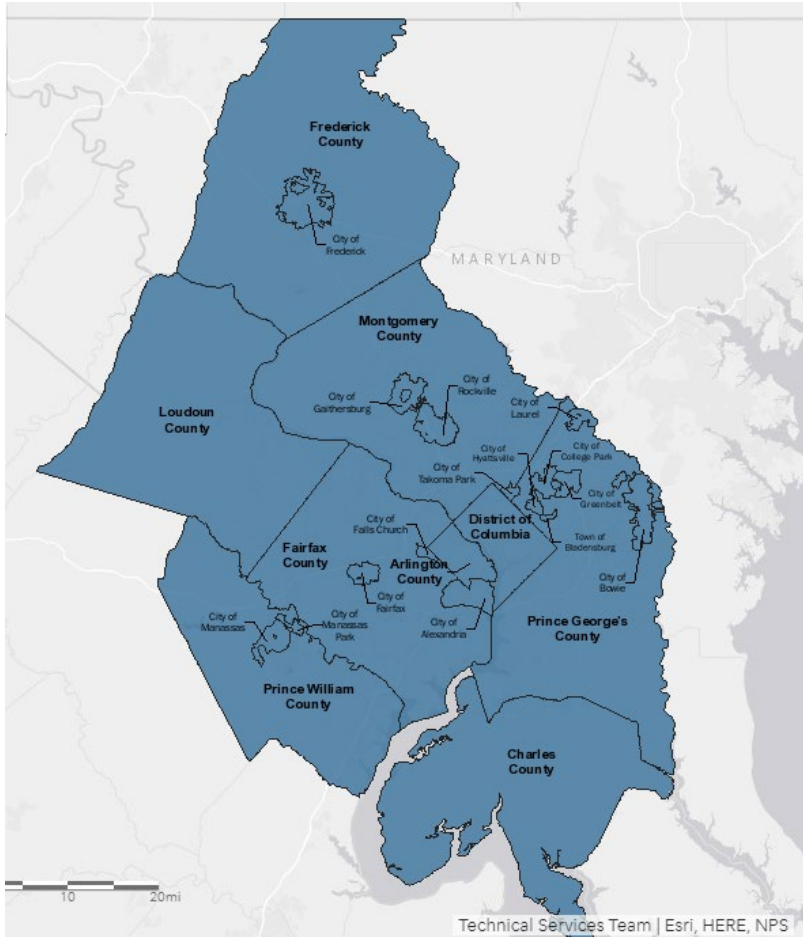
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- A wide network of policy, technical, and advisory committees, partnerships, and programs advance COG's regional work.
- Elected leaders, transportation planners, police chiefs, housing directors, environmental experts, and more work together at COG.
- COG staffs more than 100 subject matter experts and other professionals to support its members.
- COG is supported by financial contributions from its member governments, federal and state grants and contracts, and donations from foundations and the private sector.



**Metropolitan Washington  
Council of Governments**

# COG MEMBERS



## District of Columbia

### Maryland

- Town of Bladensburg
- City of Bowie
- City of College Park
- Charles County
- City of Frederick
- Frederick County
- City of Gaithersburg
- City of Greenbelt
- City of Hyattsville
- Montgomery County
- Prince George's County
- City of Rockville
- City of Takoma Park

### Virginia

- City of Alexandria
- Arlington County
- City of Fairfax
- Fairfax County
- City of Falls Church
- Loudoun County
- City of Manassas
- City of Manassas Park
- Prince William County



# TPB Background

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- National Capital Region Transportation Planning Board (TPB).
- The TPB is an independent body, housed at and staffed by the Metropolitan Washington Council of Governments (COG).
- Federally designated metropolitan planning organization (MPO) for Washington, DC metropolitan region.
- Works with local, state, regional, and federal partners.
- Coordinates transportation plans, provides data and analyses to decision makers, and coordinates regional programs to advance safety, land-use coordination, and more.

# Commuter Connections

- A program of the TPB.
- Promotes and facilitates alternative commuter transportation versus single occupant vehicles.
- Regional programs and services include ridematching, employer outreach, Guaranteed Ride Home and other commuter incentive programs, TDM marketing, TDM evaluation, and special events.
- Funded by the District, Maryland, Virginia, and U.S. Departments of Transportation.
- Co-organizes Bike to Work Day.



# WABA

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- Washington Area Bicyclist Association.
- 501(c)(3) member-supported organization.
- Founded in 1972.
- Promotes bicycling for fun, fitness, and transportation.
- Educates about safe bicycling.
- Advocates for better bicycling.
- Co-organizes Bike to Work Day.



**WABA**  
WASHINGTON AREA  
BICYCLIST ASSOCIATION

# BTWD Committee Meetings

- Hosted by COG.
- Five meetings annually:  
September through May.
- Every other month.
- Second Wednesday  
10:00 – 11:30 am

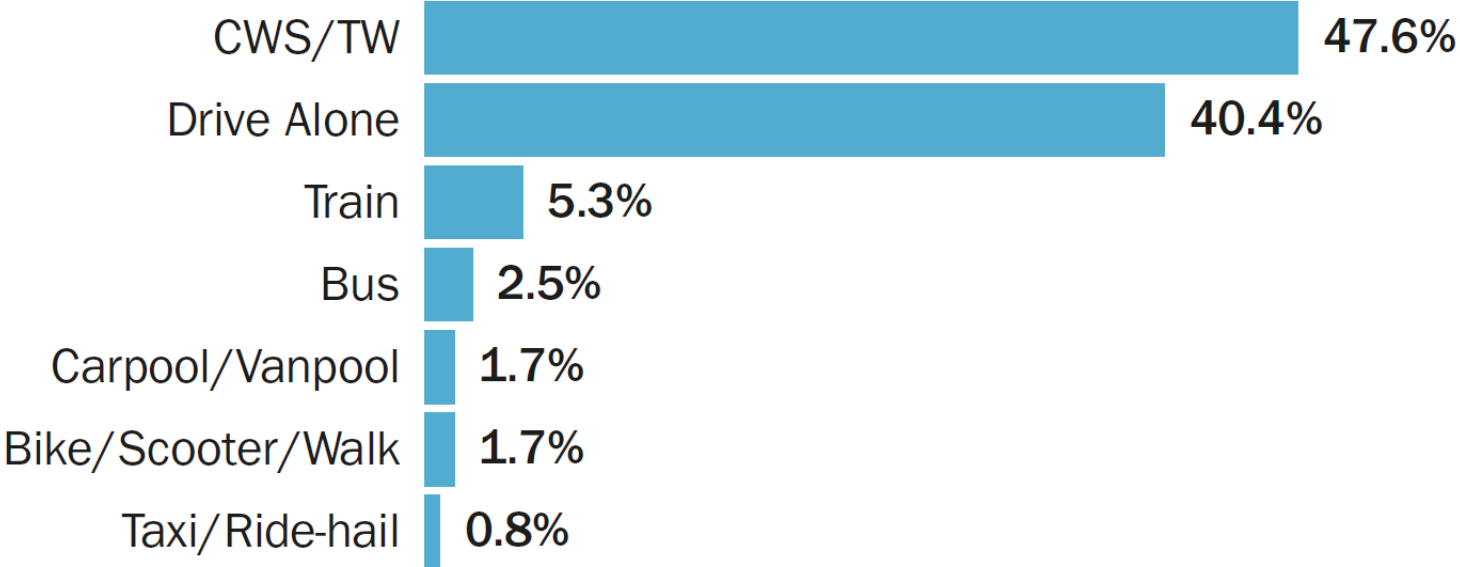


# A Brief History of Bicycles

- Developed late 1880s.
- Basic frame design has stayed the same for 130+ years.
- Today's bikes are lighter, stronger, safer, and more comfortable.
- Bikes are designed for specific needs, i.e. mountain bikes, racing bikes, bikes made for commuting.



# Weekly Commute Trips by Mode Including Telework and CWS



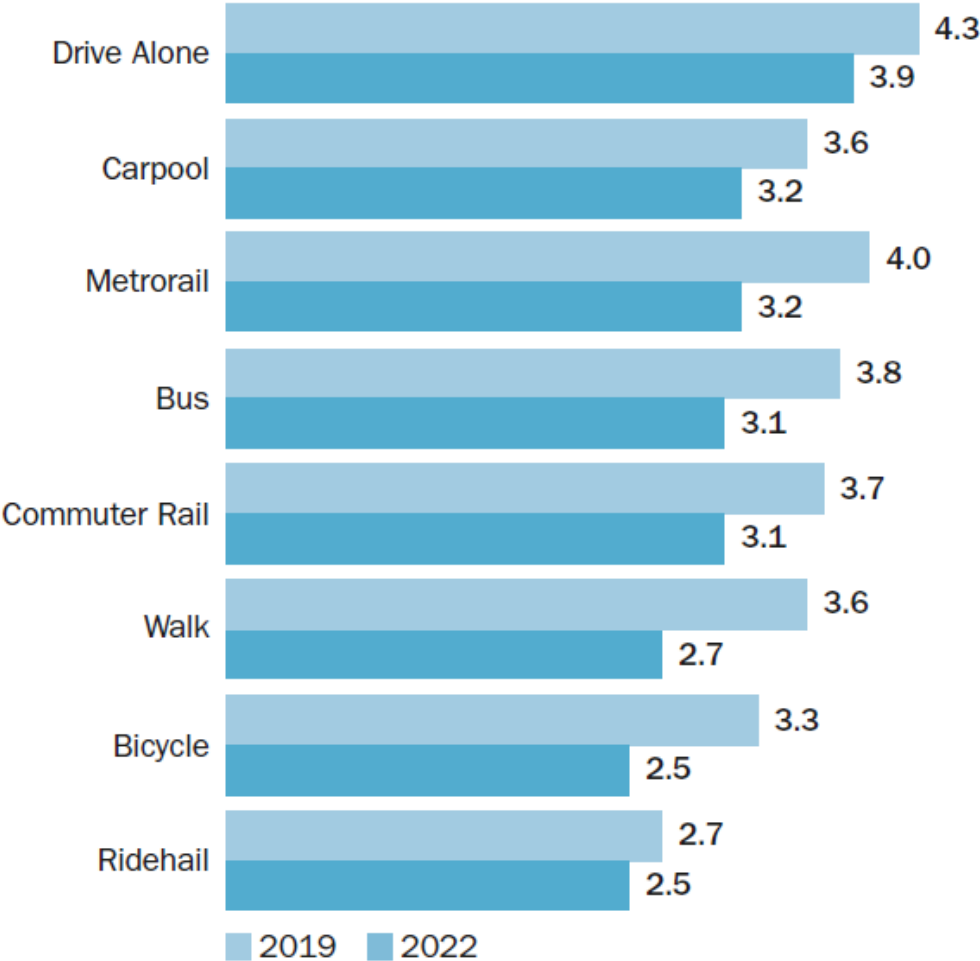
(n = 8,114)



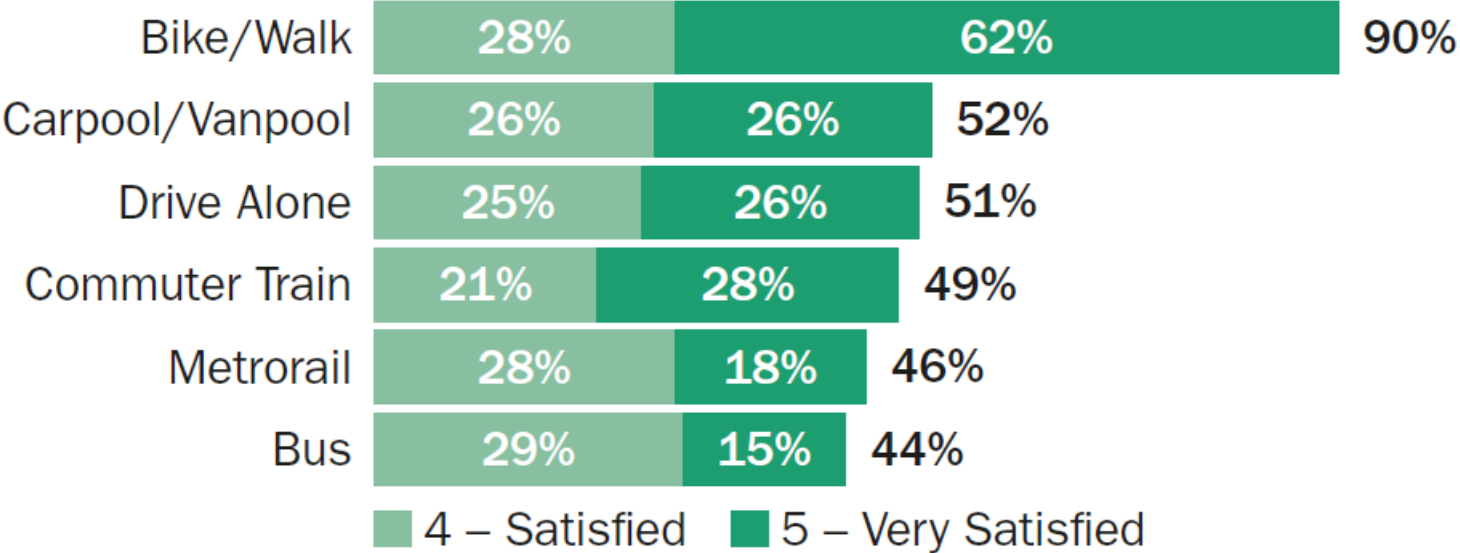
# Average Days Per Week Modes Used

## By Respondents Using Modes 2019 and 2022

(Drive Alone n = 3,972, Carpool n = 161, Metrorail n = 561, Bus n = 311, Commuter Rail n = 69 Walk n = 158, Bicycle n = 153, Ridehail n = 73; Vanpool and taxi not included due to insufficient sample sizes)



# Satisfaction with Commute by Primary Commute Mode



(Bike/walk n = 190, Carpool/vanpool n = 119, Drive alone n = 3,364, Commuter train n = 47, Metrorail n = 393, Bus n = 209)

# Average Commute Distance and Commute Time by Primary Mode *(One-Way)*

PRIMARY COMMUTE MODE	AVERAGE DISTANCE (MI.)		AVERAGE TIME (MIN.)	
	(N = __)	AVERAGE	(N = __)	AVERAGE
Commuter rail	38	31.1 mi.	47	76 min.
Drive alone	3,247	18.1 mi.	3,434	35 min.
Carpool	104	16.7 mi.	110	37 min.
Bus	175	13.9 mi.	206	50 min.
Metrorail	320	12.4 mi.	383	49 min.
Bike	88	4.5 mi.	88	25 min.
Walk	91	1.3 mi.	98	20 min.

Note: Distances greater than 120 miles and times greater than 150 minutes are excluded from the averages; vanpool is excluded from the mode list due to insufficient sample size for reliable analysis.

# Personal Benefits of Bike/Walk Mode Use by Primary Mode

PERSONAL BENEFIT	CARPOOL (N = 135)	TRANSIT (N = 800)	BIKE/WALK (N = 261)
Save money	16%	22%	17%
Save time, travel faster	21%	11%	24%
Have companionship during commute	24%	1%	1%
Save gas, save energy	12%	7%	2%
Can use HOV lane	10%	0%	0%
Less traffic/don't need to drive	5%	23%	6%
Use travel time productively	5%	17%	4%
Avoid stress, relax	3%	16%	16%
No need to park/look for parking	3%	13%	5%
Receive financial benefit for mode use	0%	10%	0%
Get exercise	0%	5%	78%
Less wear and tear on car	7%	4%	2%
Flexibility/control/always available	6%	4%	8%
Arrive at work on time	4%	4%	6%
No need for a car	1%	3%	1%



(Shaded percentages indicate statistically higher values for benefits)

# Bike to Work National Background

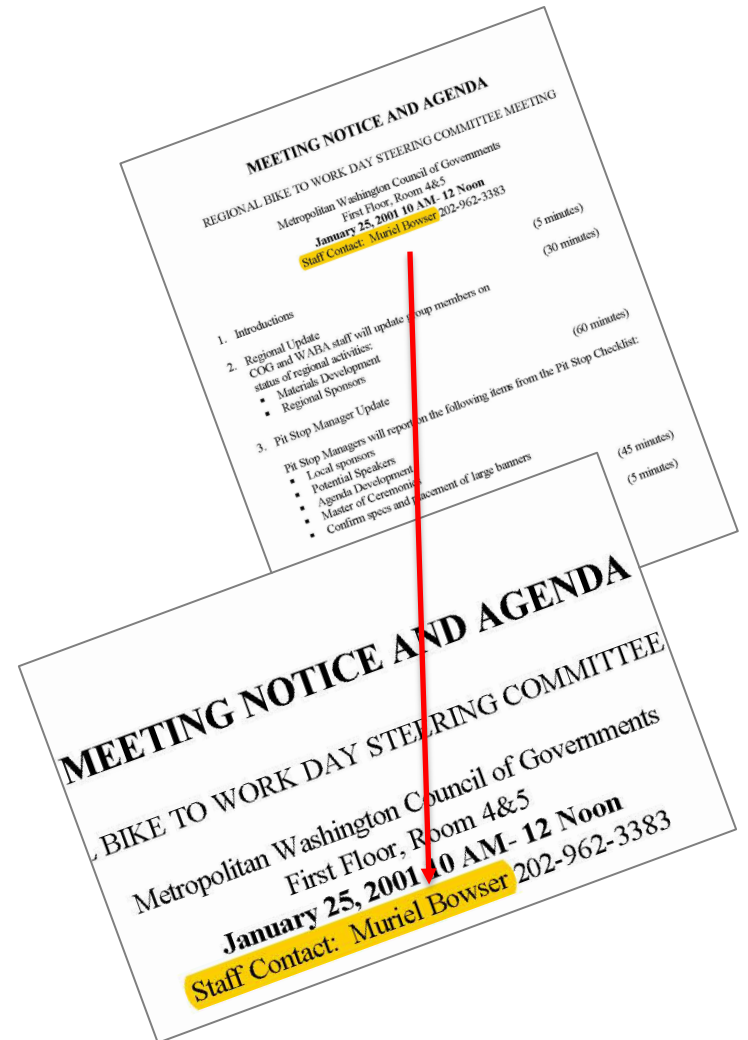
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- In 1956, League of American Bicyclists established May as National Bike Month.
- National Bike Month is a chance to showcase the many benefits of bicycling — and encourage more people to give biking a try.
- Bike to Work Week is part of National Bike Month.
- Bike to Work Week culminates on Bike to Work Day (BTWD).
- BTWD is the third Friday of May, this year on May 17, 2024.



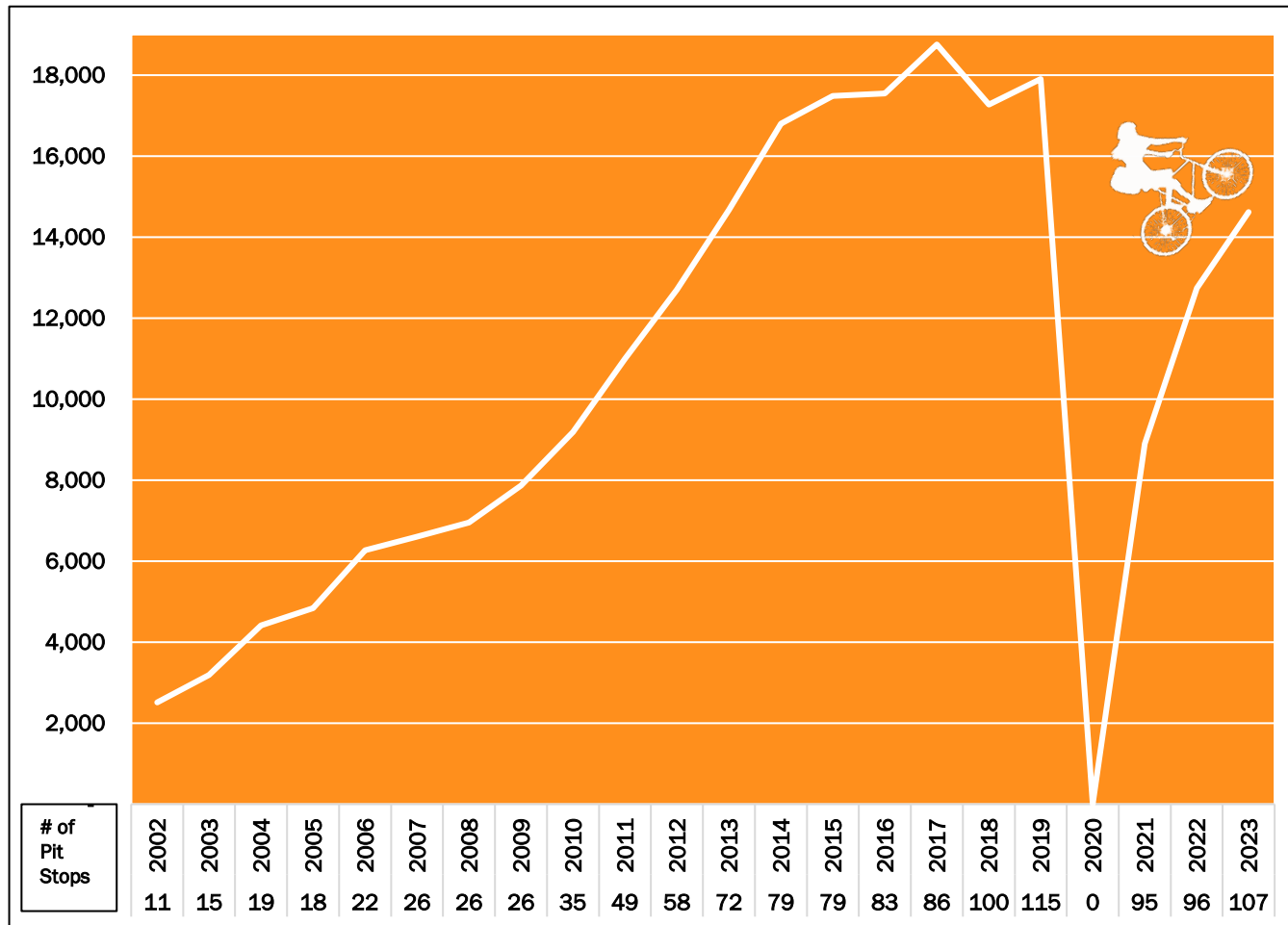
# BTWD Washington, DC Region

- Locally BTWD began in 2000 by WABA as a D.C. only event.
- 2001, COG's Commuter Connections program expanded BTWD regionally.
- Pit stops added in Alexandria, Arlington, Bethesda, Silver Spring, and College Park.
- Expanded to include pit stops in all COG jurisdictions.





# Event Registration by Year



# BTWD Posters From the Past

**HOW ARE YOU GETTING TO WORK ON MAY 4TH?**

Friday, May 4th or five area celebrations in:  
 Alexandria (7:30 a.m.)  
 Reston (7:30 a.m.)  
 Bethesda (7:30 a.m.)  
 Silver Spring (7:30 a.m.)  
 and Quantico, VA (9 a.m.)

Join hundreds of other bike commuters for

Free breakfast, t-shirt and chances to win bicycle equipment and other prizes. For more information and to register, go to [www.waba.org](http://www.waba.org) or call (202) 628-2500.

Don't forget to register for FREE Government Side Home benefits if you bike to work regularly.

**BIKE TO WORK**

**COMMUTER CONNECTIONS**

**SPONSORS:** SDC Lottery, pepco, fresh fixes, COMMUTER CONNECTIONS

**FREE breakfast, T-shirt, chances to win a bicycle and other prizes.**

For more information and to register, go to [www.waba.org](http://www.waba.org) or call (202) 628-2500.

**BIKE TO WORK DAY 2004**

**SPONSORS:** pepco, SDC Lottery, COMMUTER CONNECTIONS

**SOMETIMES 2 WHEELS ARE BETTER THAN 4**

**FRIDAY MAY 7th**

**Fun, Food and Prizes!**

FREE T-SHIRT BY APRIL 20th  
 PLUS FREE T-SHIRT AND A CHANCE TO WIN ONE OF SEVERAL BICYCLES, SPONSORED BY CRYSTAL CITY

CALL (202) 628-2500 or LOG ON TO [www.waba.org](http://www.waba.org)

**Fun, Food and Prizes!**

Use one of these convenient gathering spots as your starting point or destination and we'll provide a t-shirt on your way to work.

**PIT STOPS:**

- Arlington
- Alexandria
- Reston
- College Park
- Rockville
- Frederick
- North Bethesda
- Washington DC
- Crystal City
- Chesapeake
- Chantilly
- Herndon
- Manassas
- Manassas Park
- North Bethesda
- Reston
- Silver Spring
- Vienna
- Washington DC

**SPONSORS:** Crystal City, JIMBUKE, SDC Lottery, pepco, COMMUTER CONNECTIONS, BELL, JOBSITE, Vitoria, FIDELITY, CAROLYN OFFICE, HONEST, BELL

**BIKE TO WORK DAY 2005**

**FRIDAY MAY 20**

**Fun, Food and Prizes!**

**PRE-REGISTER BY MAY 14**

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued at \$1,000, donated by City Bikes.

Register today at [www.waba.org](http://www.waba.org) or (202) 628-2500

**SPONSORS:** SDC Lottery, pepco, COMMUTER CONNECTIONS, BELL, JOBSITE, Vitoria, FIDELITY, CAROLYN OFFICE, HONEST, BELL

**FRIDAY MAY 19**

**Bike to Work Day 2006**

**Fun, Food and Prizes!**

**PRE-REGISTER BY MAY 12**

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

REGISTER TODAY for this free event at [www.waba.org](http://www.waba.org) or 202-518-0524

Pick up your FREE T-shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

Visit [www.waba.org](http://www.waba.org) for specific pit stop locations and hours.

**SPONSORS:** pepco, SDC Lottery, COMMUTER CONNECTIONS, BELL, JOBSITE, Vitoria, FIDELITY, CAROLYN OFFICE, HONEST, BELL

**Bike to Work Day 2007**

**FRIDAY MAY 11**

Pre-Register by May 11 for Free T-Shirt and Bike Raffle!

**Fun, Food and Prizes!**

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

REGISTER TODAY for this free event at [www.waba.org](http://www.waba.org) or 202-518-0524

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# BTWD Posters From the Past

## BIKE TO WORK DAY 2008 Friday May 16

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Go Green. Bike to work and help the environment!

**Pit Stops**

WASHINGTON D.C.	VERGINIA
Downtown D.C.	Alexandria
Crystal City	Crystal City
MARYLAND	Dulles
Bethesda	Fairfax
Rockville	Leesburg
College Park	Reston
Fredrick	Roanoke
Hyattsville	Springfield
Dodson Head	Stafford
North Bethesda	Tysons Corner
Rockville	Vienna
Silver Spring	
White Oak	

Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 7,000 who register.

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

## BIKE TO WORK DAY 2009 FRIDAY MAY 15

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 8 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 7,000 who register.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

**PIT STOPS**

WASHINGTON D.C.	VERGINIA
College Park	Reston
Fredrick	Roanoke
Hyattsville	Springfield
Dodson Head	Stafford
North Bethesda	Tysons Corner
Rockville	Vienna
Silver Spring	
White Oak	

**PIT STOPS**

Washington D.C.	Dodson Head	Fairfax City
College Park	North Bethesda	Leesburg
Fredrick	Reston	Reston
Hyattsville	Roanoke	Stafford
Dodson Head	Springfield	Stafford
North Bethesda	Tysons Corner	Tysons Corner
Rockville	Vienna	Vienna
Silver Spring		
White Oak		

**COMMUTER CONNECTIONS**

## Are you pumped?

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 14 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 8,000 who register.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Friday May 21, 2010

# Bike to Work Day

**WASHINGTON D.C.**

- Ballston Plaza
- Crystal City
- Reston
- Springfield
- Stafford
- Tysons Corner
- Vienna
- White Oak

**VERGINIA**

- Alexandria
- Crystal City
- Fairfax
- Leesburg
- Reston
- Roanoke
- Stafford
- Tysons Corner
- Vienna

**MARYLAND**

- College Park
- Fredrick
- Hyattsville
- Dodson Head
- North Bethesda
- Rockville
- Silver Spring
- White Oak

**COMMUTER CONNECTIONS**

## GEAR UP!

49 Bike to Work Day pit stops located in D.C., Maryland, and Virginia.

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 9,000 who register.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Friday May 20, 2011

# Bike to Work Day

**WASHINGTON D.C.**

- Ballston Plaza
- Crystal City
- Reston
- Springfield
- Stafford
- Tysons Corner
- Vienna
- White Oak

**VERGINIA**

- Alexandria
- Crystal City
- Fairfax
- Leesburg
- Reston
- Roanoke
- Stafford
- Tysons Corner
- Vienna

**MARYLAND**

- College Park
- Fredrick
- Hyattsville
- Dodson Head
- North Bethesda
- Rockville
- Silver Spring
- White Oak

**COMMUTER CONNECTIONS**

## BIKE IN GOOD COMPANY

REGISTER AT WABA.ORG OR CALL 800-745-7433

Pre-Register by May 11 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 11,000 who register.

Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Friday May 18, 2012

# BIKE TO WORK DAY

**WASHINGTON D.C.**

- Ballston Plaza
- Crystal City
- Reston
- Springfield
- Stafford
- Tysons Corner
- Vienna
- White Oak

**VERGINIA**

- Alexandria
- Crystal City
- Fairfax
- Leesburg
- Reston
- Roanoke
- Stafford
- Tysons Corner
- Vienna

**MARYLAND**

- College Park
- Fredrick
- Hyattsville
- Dodson Head
- North Bethesda
- Rockville
- Silver Spring
- White Oak

**COMMUTER CONNECTIONS**

## dia de la BICICLETA PARA IR AL TRABAJO VIERNES 17 de mayo 2013

REGISTRESE EN BIKETOWORKMETRO.ORG O LLAME AL 800-745-7433

Pre-Register by May 11 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations and times. T-shirts available at pit stops to first 12,000 who register.

Over 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia, and the Governor's Office.

Friday May 17, 2013

# Bike to Work Day

**WASHINGTON D.C.**

- Ballston Plaza
- Crystal City
- Reston
- Springfield
- Stafford
- Tysons Corner
- Vienna
- White Oak

**VERGINIA**

- Alexandria
- Crystal City
- Fairfax
- Leesburg
- Reston
- Roanoke
- Stafford
- Tysons Corner
- Vienna

**MARYLAND**

- College Park
- Fredrick
- Hyattsville
- Dodson Head
- North Bethesda
- Rockville
- Silver Spring
- White Oak

**COMMUTER CONNECTIONS**



# BTWD Posters From the Past



# BTWD Posters Past to Present

**Friday, May 21**  
**FREE EVENT - REGISTER AT**  
 BikeToWorkMetroDC.org

**BIKE TO WORK DAY 2021**  
 20th Anniversary

Pre-Register by May 24 for FREE T-SHIRT\* & BIKE RAFFLE

Still working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

ICF, GO Alex, URBANSTEMS, BILTON, VERRA, AASHIG, BIKE TO ARLINGTON, MARRIOTT INTERNATIONAL, FAIR PARKS, VISION ZERO, AABHIG, VDOT, AADOT, GLANT, ESSEX/VIRGINIA, BLUEJACKET

Register free at: [Biketoworkmetrodc.org](http://Biketoworkmetrodc.org)  
 \*T-shirt available at pit stops from 10,000 registrants.  
 Pit stops in D.C., Maryland, and Virginia.  
 Signage from and about COVID-19 may not be in place.

Visit [Biketoworkmetrodc.org](http://Biketoworkmetrodc.org) for pit stop locations and times.  
 \*T-shirt available at pit stops from 10,000 registrants.  
 Pit stops in D.C., Maryland, and Virginia.  
 Signage from and about COVID-19 may not be in place.

Bike to Work Day is funded by VDOT, AADOT, VDOT, and AADOT.

[biketoworkday](https://www.facebook.com/biketoworkday) 2021

**Friday, May 20**  
**FREE EVENT - REGISTER AT**  
 BikeToWorkMetroDC.org

**BIKE TO WORK DAY 2022**

Pre-Register by May 13 for Free T-Shirt\* & Bike Raffle. Free refreshments & giveaways at participating locations, while supplies last.

Working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

ICF, GO Alex, URBANSTEMS, BILTON, VERRA, AASHIG, BIKE TO ARLINGTON, MARRIOTT INTERNATIONAL, FAIR PARKS, VISION ZERO, AABHIG, VDOT, AADOT, GLANT, ESSEX/VIRGINIA, BLUEJACKET

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[biketoworkday](https://www.facebook.com/biketoworkday) 2022

**FREE EVENT**  
**BIKE TO WORK DAY FRIDAY**  
**MAY 19, 2023**

Pre-Register by May 12 for FREE T-SHIRT\* & BIKE RAFFLE  
 REGISTER TODAY AT [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)

Free refreshments & giveaways at participating locations, while supplies last.

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[biketoworkday](https://www.facebook.com/biketoworkday) 2023

**FREE EVENT**  
**BIKE TO WORK DAY FRIDAY**  
**MAY 17, 2024**

Pre-Register by May 10 for FREE T-SHIRT\* & BIKE RAFFLE  
 REGISTER TODAY AT [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)

Free refreshments & giveaways at participating locations, while supplies last.

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Bike to Work Day is funded by VDOT, AADOT, VDOT, and AADOT.

[biketoworkday](https://www.facebook.com/biketoworkday) 2024

# Bike to Work Day Purpose

- Introduces the concept of bicycling to work as a viable commute alternative.
- Provides springboard to try bicycling to work.
- Celebrates bicycling as a clean, fun, and healthy way to get to work.
- Provides camaraderie and voice for bicycle community.
- Engages employers, neighborhoods, and elected officials.





# BTWD Support - Commuter Connections

- Committee meetings
- Regional sponsor drive
- Marketing materials
- Website
- Social media sites
- Press outreach
- Regional proclamation
- Bike router online map
- Regional paper bike map
- Bicycling to work guides
- Employer challenge
- Official event report



# BTWD Support - WABA

- Online registration
- Registration reporting
- VIP invites
- Manage bicycling convoys
- Attendance at pit stops



**WABA**  
WASHINGTON AREA  
BICYCLIST ASSOCIATION

# Pit Stop Managing Entities

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Bike Shops

Business Improvement Districts

Chambers of Commerce

County/City Governments

Colleges/Schools

Community Volunteers/Neighborhood Groups

Developers/Property Management

Federal Agencies

Fitness Centers

Government Contractors

Hotels/Apartments

Non-profit Organizations/Associations

Parks and Recreation

Private Sector Employers

Professional Services

Restaurants and Other Eateries

State Departments of Transportation

Transit Agencies

Transportation Organizations

U.S. Military



# Pit Stops Come in All Sizes



# Pit Stop Sizes



# Beginners to Bike Enthusiasts





# Bicycling Convoys



# Pit Stop Responsibilities

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- Local promotion.
- Securing food & beverage sponsors.
- Giveaways and raffle prizes.
- Staffing/volunteers.
- Relevant vendors.
- T-shirt retrieval and distribution.
- Arrangement of pit stop logistics.





# Employer Amenities and Benefits

- Showers, changing rooms, lockers.
- Bike racks.
- Secure bike parking.
- Bikeshare membership discounts.
- Flexible schedules.
- Bicycle maps and brochures.
- Bicycling brown bag lunches.
- Bike clubs.
- Bicycle subsidies.



# Bicycling Benefits Employers Too

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- Healthy, happy, active workforce.
- Bicycle commuters take an average of 15 percent fewer days off work due to illness.
- Bike parking is far more affordable and efficient than car parking.



# Employer Challenge





# BTWD Rain Policy

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- A rain date is not established.
- BTWD is rain or shine.
- Pit stops are encouraged to have a contingency plan ready in advance.
- For inclement weather, use tents, building lobbies, parking garages, and other structures with overhead coverage.



# BTWD Rain Policy

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- Pit stop managers to determine whether or not to cancel local pit stop events.
- If a pit stop cancels or makes location changes, keep registrants informed at least 24 hours in advance.

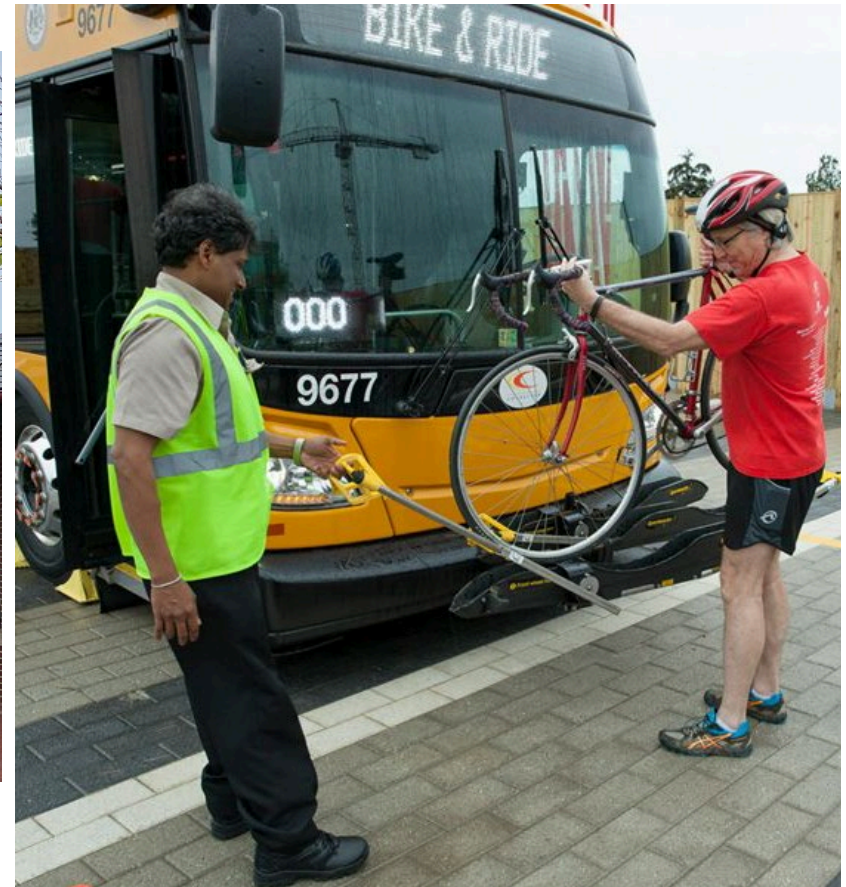




# Bicycle Police



# Bikes and Transit





# Promoting Your Pit Stop

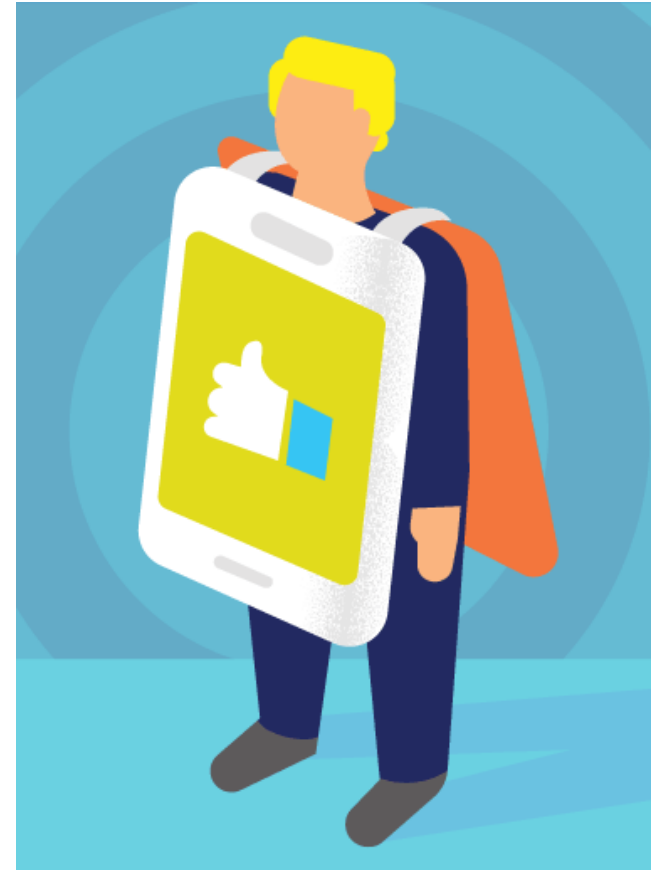
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- Distributing event flyers and/or rack cards.
- Organize a group of volunteers to get the word out.
  - Local bicycle shops
  - Retail countertops
  - Storefront windows
  - Company lobbies
  - Faculty lounges
  - Community centers
  - Chamber of commerce
  - Houses of worship, etc.



# Promoting Your Pit Stop

- Posts on social media.
- Email to your lists.
- Press release to local newspapers, radio stations, bloggers.
- Online calendars.
- Include Bike to Work Day logo or url [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org), as part of your email signature.
- Place logo w/link on your organization's web site.



# BTWD Posters/Rack Cards

**FREE EVENT**  
**BIKE TO WORK DAY**  
**FRIDAY**  
**MAY 19, 2023**

Pre-Register by May 12 for **FREE T-SHIRT\* & BIKE RAFFLE**  
**REGISTER TODAY AT**  
**BikeToWorkMetroDC.org**

Free refreshments & giveaways at participating locations, while supplies last.
























Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
 800.745.7433

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
 \*T-Shirts available at pit stops to first 15,000 registrants.  
 Pit stops in D.C., Maryland, and Virginia!

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

#BTWD2023

bike to work day 2023

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bike to work day 2023

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Printed on recycled paper



# Banners



# Regional Proclamation



TPB Meeting





# Local Proclamations



# Social Media



**Bike to Work Day**  
3.5K likes • 4K followers

Message Like Search

Posts About Mentions Reviews Followers Photos More

**Intro**

Registration is now open for the 2021 Bike to Work Day event.  
[www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org)

- Page · Nonprofit organization
- 777 N Capitol St NE, Washington D.C., DC, United States, Washington, District of Columbia
- (800) 745-7433
- Ridematching@mwco.org
- [biketoworkmetrodc.org](http://biketoworkmetrodc.org)
- Rating - 4.7 (64 Reviews)

**Photos** See all photos

**Posts** Filters

**Bike to Work Day**  
June 29, 2023

The National Institutes of Health (NIH) was the 2023 Bike to Work Day Employer Challenge winner. During a luncheon held in June 2023, a plaque was presented by Bike to Work Day co-organizers, Commuter Connections and the Washington Area Bicyclist Association to NIH staff and its Bike Club. Left to right: Sean Cullinane, Quality Assurance Specialist, NIH; Tim Tosten, Associate Director, Program and Employee Services, NIH; Colleen McGowan, Director of Office of Research Servi... See more

Like Comment Share

Write a comment...

@BikeToWorkDay

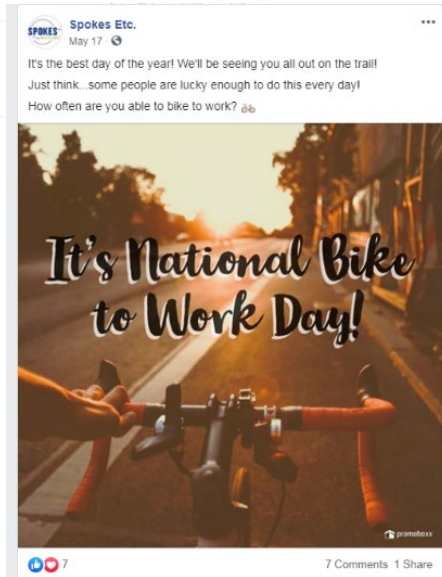
#BTWD2024

# Social Media



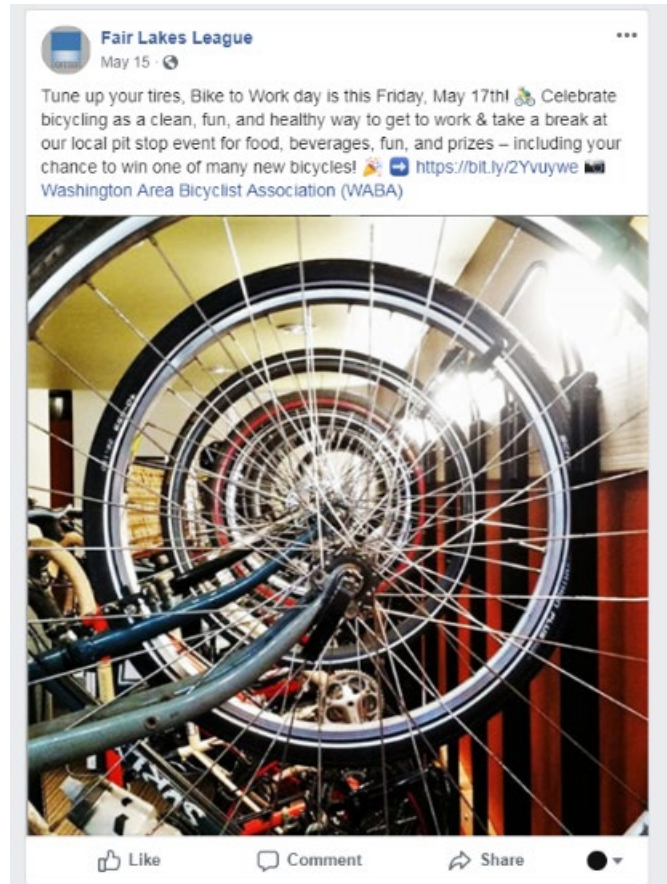
Bike to Work Day 2019  
76 views

Takoma Park City TV  
Published on May 6, 2019  
May 17th, 2019. Bike to Work Day.  
Two Pit Stops in Takoma Park.  
Gazebo 6-8am  
SHOW MORE



7

7 Comments 1 Share



Like

Comment

Share



# Elected Officials



# The Press



DC region participates in Bike To Work Day

By fox5dc.com staff | Published May 17, 2019 | News | FOX 5 DC

DC region participates in Bike To Work Day

FOX 5 LIVE InstaPOLL

FOX 5 Podcasts View More

The Good Word: Tabitha Clark, owner of More Than Java Cafe

The Paolini Perspective: Episode 83

The Good Word: Gianni Caldwell, FOX News political analyst and author

WASHINGTON (FOX 5 DC) - Friday is the D.C. region's annual Bike To Work



# Food and Beverage





# Food & Beverage



# SWAG and Bike Literature





# Raffle Drawings & Prizes



# Raffle Drawings & Prizes





# Bike Techs



# Sponsor Recognition





# Pit Stop Web Page

**bike to work day**

Employer Resources ▾ Event Info ▾ First Time Rider Info ▾ Event Sponsors Register

Search. 🔍


## Friendship Heights

<b>LOCATION</b>	<b>CONTACT US</b>
The Shops at Wisconsin Place Wisconsin & Western Aves	James Carlson <a href="mailto:james.carlson@montgomerycountymd.gov">james.carlson@montgomerycountymd.gov</a> 301-318-0328
<b>HOURS</b>	<b>HOSTED BY</b>
6:30 am to 9:00 am	Montgomery County Commuter Services

# Sponsorship Regional

## Regional

- Bronze
  - Website/posters
- Silver
  - T-shirt
- Gold
  - Radio



**Bike to Work Day – May 17, 2024  
Regional Sponsorship Declaration**

**Deadline to Return January 31, 2024**

Please check one of the following Sponsor Levels:		Cash	In-Kind
<b>GOLD SPONSOR LEVEL</b> <b>\$7,500</b> <i>Mentioned as sponsor on hundreds of Radio Ads (traditional and/or internet radio), Social Media, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>SILVER SPONSOR LEVEL</b> <b>\$4,500</b> <i>Logo on thousands of T-shirts, Press Release, plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>BRONZE SPONSOR LEVEL</b> <b>\$1,200</b> <i>Logo on Website and thousands of Posters and Rack Cards</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>If in-kind donation, please describe:</b> _____ _____			

*Sponsors must provide a minimum of 50% cash. The exception are donors of bicycles, which may be 100% in-kind. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship agreement and is typically available at no extra cost; it must however be negotiated separately with the independently managed local pit stops.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_


City, State, Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_-\_\_\_\_


Website address for your sponsor logo: \_\_\_\_\_

Signature \_\_\_\_\_


Please make check payable to: Metropolitan Washington Council of Governments and mail to 777 N. Capitol Street, Suite 500, Washington, DC 20002 ATTN: Douglas Franklin. Send this form and logo to [dfranklin@mwoa.org](mailto:dfranklin@mwoa.org) in high resolution format for quality reproduction, no later than January 31, 2024. Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



**WABA**  
WASHINGTON AREA  
BICYCLIST ASSOCIATION



Metropolitan Washington  
Council of Governments



**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK



# T-shirts



# T-shirt Distribution

- Pit stops must pick up shirt order.
- Fixed number of shirts.
- Bicyclists must attend to get a shirt.
  1. If you have 50 shirts, the first 50 who register and show up get a shirt. (*don't show up, forfeit shirt*).
  2. Registered, didn't make cut-off and attend; may have any forfeited T-shirts.
  3. Didn't register but attend; may have shirts after above are satisfied.



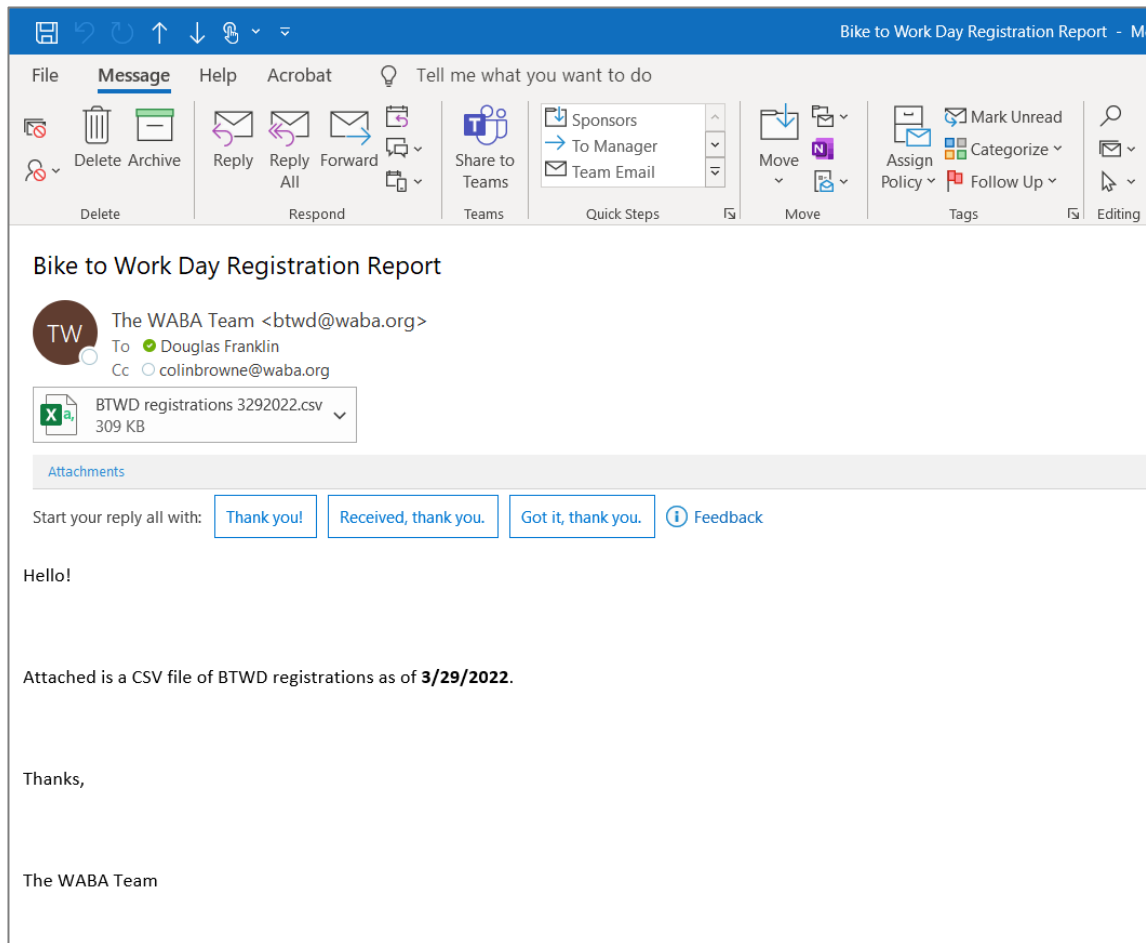
# T-shirt Distribution

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- Sizes are first come first served.
- Bicyclists can and are encouraged to attend multiple pit stops.
- T-shirt is only available at pit stop where registered.
- Only WABA can change a pit stop for a bicyclist who already registered.



# Registration Reports



Data Fields
First Name
Last Name
Email
Phone
Address
City
State
ZIP
Pit Stop
Employer Name
Employer Address
Employer City
Employer State
Last Modified Date
First Time Rider
Employer ZIP
Employer Size
Marketing Source



# Information privacy

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- Respect personal data.
- Do not share registration lists.
- Only use for BTWD purposes.
- FOIA.



# Community Engagement



# Entertainment





# Be Creative



# Vendors





# HAVE FUN!





# Thank You

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# Veteran Pit Stop Managers Best Practices

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- **Dan Hayes** - District of Columbia, Columbia Heights pit stop
- **Tiffany Jennings** - Prince George's County, Largo/Kettering/Perrywood Community Center pit stop
- **Dan Pittman** - Prince William County, Woodbridge Chinn Aquatics & Fitness Center pit stop

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# Q & A



## Douglas Franklin

Senior Marketing Manager

(202) 962-3792

dfranklin@mwkog.org

[commuterconnections.org](http://commuterconnections.org)

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Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002-4290