



### **Pit Stop Responsibilities**

Pit stop managers organize their local Bike to Work Day (BTWD) events which entails local promotion, securing food/beverages, giveaways, and arrangement of pit stop logistics. Pit stops are supplied with marketing materials, T-shirts, and a custom pit stop web page, all free from COG's Commuter Connections program. Additionally, the Washington Area Bicyclist Association provides guidance, registration management and reporting. Below are requirements for pit stops, and a few other common items to consider when hosting a successful event.

### **Public Access**

All are welcome! Pit stops must allow the general public to attend; BTWD pit stops cannot be closed events which are only open to a specific group of people.

### **Food, Beverages and Giveaways**

Pit stops are responsible for providing food, beverages and giveaways. It's an expectation of participants and a must for the pit stops to provide. This is an important requirement as the promotional materials state *"Free Food, Beverages and Giveaways at all Locations"*. If you don't have a budget to pay for these items, please pursue donations from local merchants.

Food and beverages do not have to be an elaborate spread; water and granola bars are sufficient. However, the more variety the better! Consider items such as coffee/tea, juice, fruit, bagels, muffins, donuts, pastries etc. Giveaways do not have to be extravagant or even bicycle related, water bottles donated by your local bank, Frisbees, restaurant gift certificates as raffle prizes etc. Also, pit stops are not required to have giveaways for every bicyclist who visits your pit stop. Whatever items you have while they last will be appreciated by attendees.

Recognize your sponsors by adding their logo to your BTWD pit stop web page. Send high quality images to [dfranklin@mwcog.org](mailto:dfranklin@mwcog.org), along with the sponsor's web site link. If you have the resources, display a large poster at the pit stop with all your sponsor names or logos. After the event, send a thank you letter to your sponsors.

### **Promotion**

Pit stop managers are responsible for distributing flyers and/or rack cards throughout their communities. Organize a group of volunteers to get the word out in places where it gains attention. Suggestions include retail countertops, storefront windows, company lobbies, faculty lounges, community centers, chamber of commerce, houses of worship and anywhere else. Each pit stop will be supplied with 300 flyers and 500 rack cards, unless fewer or more are requested in advance. Commuter Connections will do its best to accommodate all special orders. A PDF of the flyer can also be downloaded from the event web site for you to distribute electronically. Other suggestions to promote your pit stop include sending a press release to local newspapers, radio stations, bloggers, and online

calendars. Include the BTWD logo or url as part of your email signature, and place the logo onto your organization's web site. If banners are available, be sure to hang it in a high traffic/pedestrian area.

### **T-shirts**

Pit stop managers are responsible for picking up event T-shirts from a central distribution center in Fairfax, typically the Monday and Tuesday prior to BTWD. T-shirts are provided free by Commuter Connections for official pit stops (those on the web site). Pit stops are strongly encouraged to coordinate combined pickups with other pit stops, in order to lessen the number of vehicles on the roads.

### **Tables, Chairs, Tents and Trash**

At minimum you'll need a few tables for your T-shirts, food/beverages, literature etc. As the host, it is protocol to also provide tables for sponsors who will be joining your pit stop. If space or table resources are limited, ask sponsors if they are willing to share a table. Chairs are a nicety but not generally expected for a brief event. Tents are a great feature to ward off sun or rain. Don't forget the trash and recycling receptacles!

### **Audio**

Depending on surrounding noise levels and size of your pit stop, you may want to obtain a small PA system to communicate with participants. Music is a nice touch if you can find pro-bono musicians or a DJ. If you're in a residential neighborhood, it's not advisable to have loud music so early in the morning.

### **Legal Stuff**

Pit stops are responsible for securing any necessary local permits, written permissions, liability insurance, or indemnity waivers from land owners/local government entities. Check with your local area bicycle planner who are listed at [www.commuterconnections.org/commuting-resources/bicycling-resources/#planners](http://www.commuterconnections.org/commuting-resources/bicycling-resources/#planners).

### **Security**

Inform your local police department of your event. Invite them to attend, especially if they have a bicycle patrol or provide free bicycle registration.

### **Bike Techs**

Many of the pit stops partner with local bike shops to provide free on-site bike maintenance checks for BTWD participants.

### **Speakers**

Many of the pit stops invite local elected officials who are in support of bicycling in order to rally the crowd. In some instances, the elected official will even arrive on bicycle. Send their office a letter well in advance to get BTWD on their schedule.