



Pit Stop Responsibilities and Best Practices Agreement

Pit stops are supplied at no-cost with marketing materials, T-shirts*, and a pit stop web page from the Metropolitan Washington Council of Governments' (COG) Commuter Connections program. Additionally, the Washington Area Bicyclist Association (WABA) provides guidance, registration management, reporting, and VIP invite letters. Pit stop managers organize their local Bike to Work Day events which entails local promotion, securing food/beverages, giveaways, staffing/volunteers, and arrangement of all other pit stop logistics and needs.

Below are requirements for pit stops, and a few other common items to consider when hosting a successful Bike to Work Day event.

New Pit Stop Orientation Session

New Bike to Work Day pit stop managers must attend an orientation session in person on Thursday, February 10, 2022 from 10am to 12pm at COG's office located at 777 N. Capitol St. NE, Washington, DC 20002.

Meeting Attendance

Attend at least one of the remaining Bike to Work Day Steering Committee meetings at COG in person or via conference line. Meetings are held every other month, from September through May, on the second Wednesday of the month from 10 am until 11:30 am. Remaining BTWD meetings for the 2022 event are on January 12, 2022, March 9, 2022, and May 11, 2022.

Public Access

All are welcome! Pit stops must allow the general public to attend; Bike to Work Day pit stops cannot be closed events which are only open to a specific group of people. If security at your facility is a barrier to attendance, consider holding the event outside your security perimeter.

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 seek donations from local merchants.

Food and beverages do not have to be an elaborate spread; water and breakfast bars are sufficient. However, the more variety the better! Consider other items as well, such as coffee/tea, juice, fruit, bagels, muffins, donuts, pastries etc. Giveaways (swag) do not have to be extravagant or even bicycle related. Seek swag donations from local merchants who often have items available with their logo on them for promotional purposes. If possible, offer a few prizes to raffle which do not necessarily have to be bicycle specific. Gift certificates to local shops and restaurants serve as great prizes as well as any bike accessory merchandise. Pit stops are not required to have giveaways for every bicyclist who visits a pit stop. Whatever items you have while they last will be appreciated by attendees.

Recognize your sponsors by adding their logo to your Bike to Work Day pit stop web page. Send high quality digital images to dfranklin@mwcog.org, along with the sponsor's web site link. Invite them to attend your event, room permitting. If you have the means to do so, consider displaying a large poster at your pit stop with sponsor names or logos. After the event, send a thank you letter to your sponsors.

Promotion

Pit stop managers are responsible for distributing the provided event flyers and/or rack cards throughout their communities. Organize a group of volunteers to get the word out in places where it gains the most attention. Suggestions include local bicycle shops, retail countertops, storefront windows, company lobbies, faculty lounges, community centers, chamber of commerces, houses of worship etc. Each pit stop will be supplied with approximately 250 flyers, 500 rack cards, and several large posters unless fewer or more are requested in advance. Spanish flyers are available on a request only basis. A PDF of the flyer can be downloaded from the event web site for electronic distribution. Other suggestions to promote your pit stop include sending a press release to local newspapers, radio stations, bloggers, and posting onto social media and online calendars. Include the Bike to Work Day logo or url www.biketoworkmetrodc.org, as part of your email signature, and place the logo onto your organization's web site. If vinyl banners are made available, be sure to hang your banner in a high traffic/pedestrian area in as much advance of the event as possible.

***T-shirts**

Pit stop managers are responsible for picking up event T-shirts from a central distribution center, typically in Fairfax on a designated Monday and Tuesday in early May. T-shirts are only made available to 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 or bring one. Chairs are a nicety but not generally expected for such a brief event. Tents are a great feature to ward off sun or rain. Don't forget the trash and recycling receptacles; leave the location at least as clean as you found it.

Audio

Depending on your pit stop's time of day and location, you may want to obtain a small PA system to communicate with participants. Music is a nice touch if you can find a pro-bono musician or a DJ. If you're near a residential neighborhood, it's not advisable to have music in the morning.

Legal Stuff

If necessary, pit stops are responsible for securing any local permits, written permissions, liability insurance, or indemnity waivers from land owners/local government entities etc. Check with your local city or county's bicycle planner.

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 Bike to Work Day participants.

Rain or Shine

A rain date will not be established as the Bike to Work Day event is rain or shine! Pit stops are encouraged to have a contingency plan ready well in advance and whenever possible to accommodate for inclement weather through the use of tents, building lobbies, parking garages, and other structures with overhead coverage. The reasoning behind not establishing a rain date was

based on a number of factors considered by the Steering Committee, such as the ambiguity of determining what enough rain is in order to postpone the event?; what if it rains in one area of the region and not another?; the fact that there is no guarantee it wouldn't rain on the rain date; and finally, having a rain date may send the wrong message that one cannot bike in the rain. It will be up to each individual pit stop manager to determine whether or not to cancel their own local pit stop event based on forecasted weather conditions. If a pit stop makes the determination to cancel and/or make pit stop location changes, they are responsible for keeping registrants well-informed of a rescheduled date and/or location change at least 24 hours in advance.

Privacy

You will be given access to the names, addresses, and emails of all bicyclists who register for your pit stop. You may not contact those on the list for any reason other than Bike to Work Day related communications. You may not sell the list.

Guest Speakers

Many of the pit stops enjoy having local elected officials in order to have them meet and greet the bicyclists and rally the crowd through a speaking role. In some instances, the elected official may even arrive on bicycle. In early April, WABA will send a general invitation letter to members of the National Capital Region Transportation Planning Board (TPB) and other select elected officials in the region, to encourage their participation in Bike to Work Day. The letter will ask elected officials to RSVP to the pit stop contact of their choice, found on the Bike to Work Day website.

Proposed Pit Stop Location (*street address and any other helpful descriptors*)

Pit Stop Manager Print Name

Pit Stop Manager Email Address

Pit Stop Manager Phone Number

Backup Pit Stop Manager Print Name

Backup Pit Stop Manager Email Address

Backup Pit Stop Manager Phone Number

Should I be given authorization as an official Bike to Work Day pit stop for the May 20, 2022 event, I hereby state that I will adhere to all Pit Stop Responsibilities and Best Practices as outlined within this document.

Pit Stop Manager Signature

