



### **Pit Stop Responsibilities and Best Practices**

Pit stops are supplied (at no-cost) with marketing materials, T-shirts\*, and a custom 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 pit stop logistics.

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 Stops**

New pit stops must attend an orientation session in January (date to be determined) at Metropolitan Washington Council of Governments, 777 N. Capitol St. Washington, DC 20002.

### **Meeting Attendance**

Attend at least one Bike to Work Day Steering Committee meeting either in person, or via conference line. Meetings are held every other month, from September through May, on the second Wednesday of the month at 10 a.m. until 11:30 a.m. The location is Metropolitan Washington Council of Governments.

### **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 procure 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 etc. may serve as great giveaways or as raffle prizes. 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 Bike to Work Day pit stop web page. Send high quality images to [dfranklin@mwkog.org](mailto:dfranklin@mwkog.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 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 the regional 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 shop(s), retail countertops, storefront windows, company lobbies, faculty lounges, community centers, chamber of commerce, houses of worship etc. Each pit stop will be supplied with approximately 275 flyers, 600 rack cards, and 5 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 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 posting onto social media and online calendars. Include the Bike to Work Day logo or url [www.biketoworkmetrodc.org](http://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 a brief event. Tents are a great feature to ward off sun or rain. Leave the location free of trash. Don't forget the trash and recycling receptacles!

## **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 so early 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, 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. You will have access to the names and email addresses of all bicyclists who register for your pit stop.

### **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.

