

BIKE TO WORK DAY

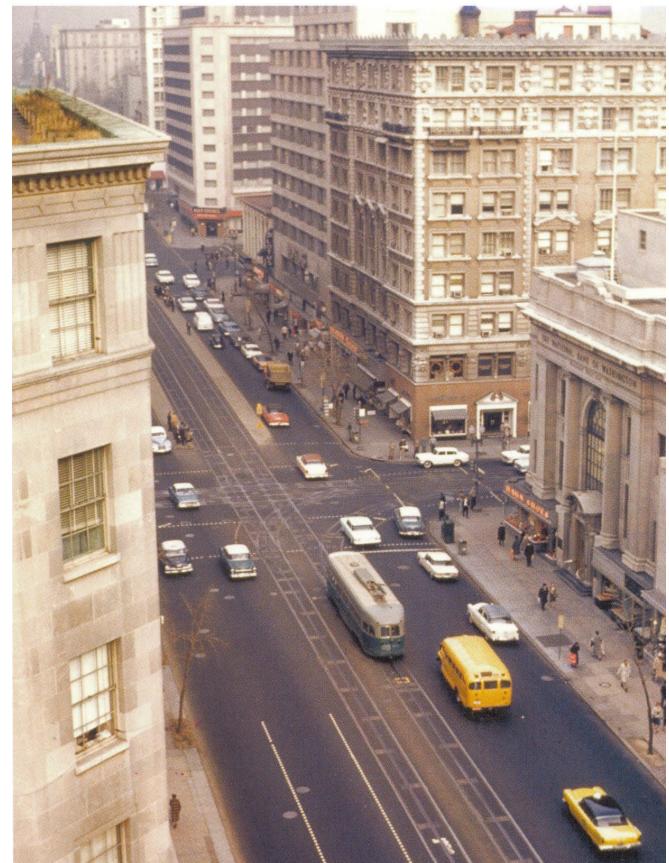
New Pit Stop Manager Orientation

Lindsay Haake
Marketing & Communications Specialist

Bike to Work Day
February 4, 2026

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

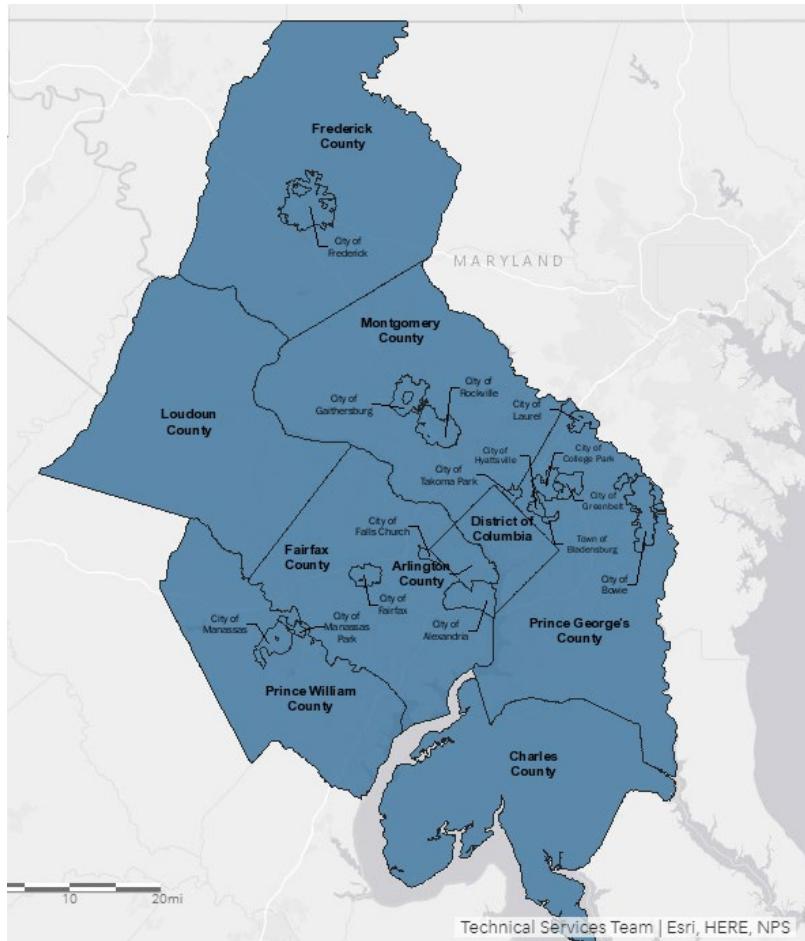
COG Background

- A network of policy, technical, and advisory committees who convene and collaborate on regional issues.
- COG staffs more than 100 subject matter experts and other professionals to support its members and the region.
- Committee members consist of transportation planners, police chiefs, housing directors, environmental experts, and more.
- COG is supported by financial contributions from 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
City of Laurel
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

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).
- A Federally designated metropolitan planning organization (MPO) for metropolitan Washington region.
- Works with local, state, regional, and federal partners.
- Develops transportation plans, provides data and analyses to decision makers, and coordinates programs to advance regional transportation-related matters.



National Capital Region
Transportation Planning Board

Commuter Connections

- A program of the TPB.
- Promotes and facilitates sustainable transportation methods and teleworking, versus single-occupant vehicle use, with emphasis on commuting.
- Regional programs and services include carpool ridematching, employer outreach, Guaranteed Ride Home, commuter incentive programs, marketing, evaluation, and special events.
- Funded by the District, Maryland, Virginia, and U.S. Departments of Transportation.



Washington Area Bicyclist Association

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



BTWD Committee Meetings

- Hosted by COG.
- Pit stop managers are Committee Members.
- Five meetings annually: September through May.
- Meets every other month.
- Second Wednesday 10:00 – 11:30 am.



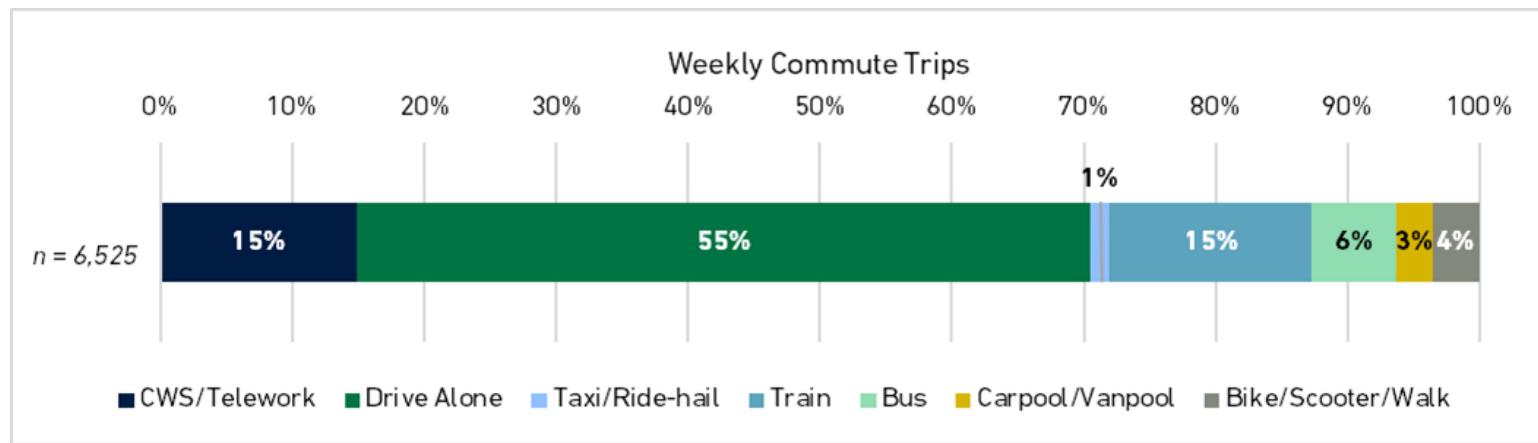
A Brief History of Bicycles

- Developed 1880s.
- Basic frame design has stayed the same for 140+ 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.

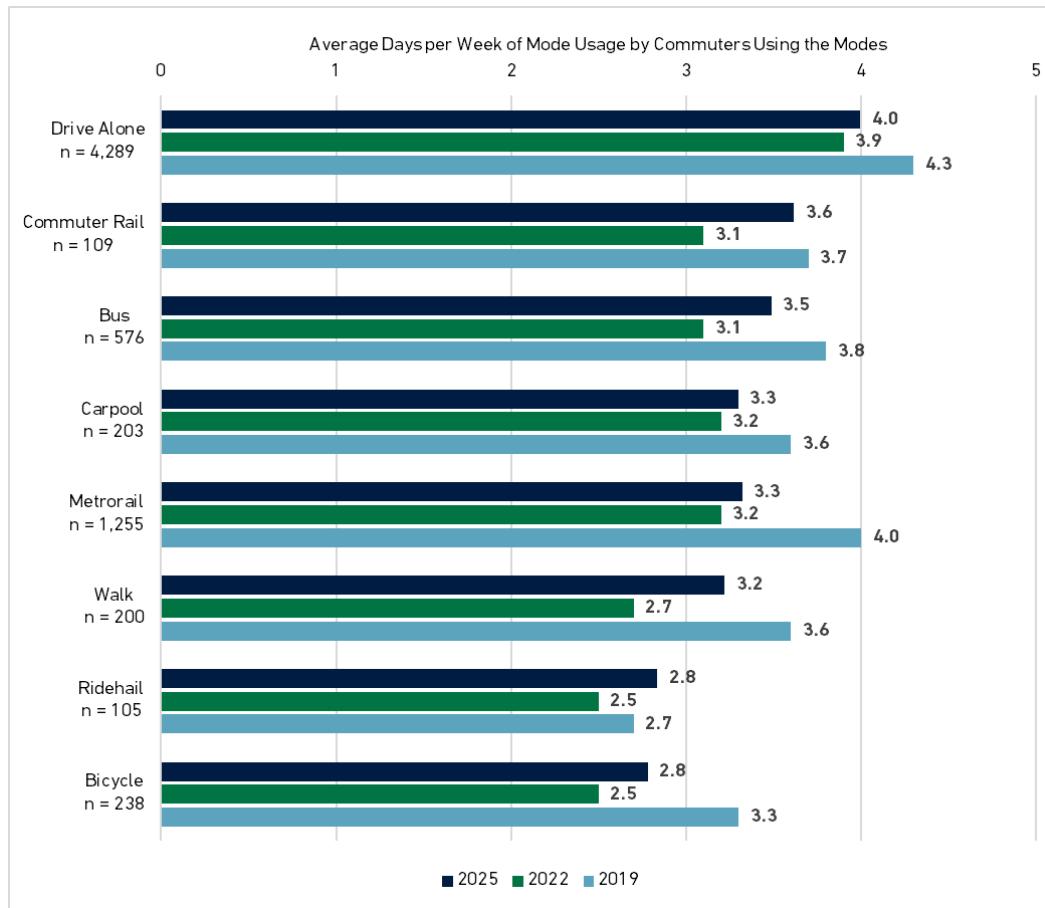


Weekly Commute Trips by Mode

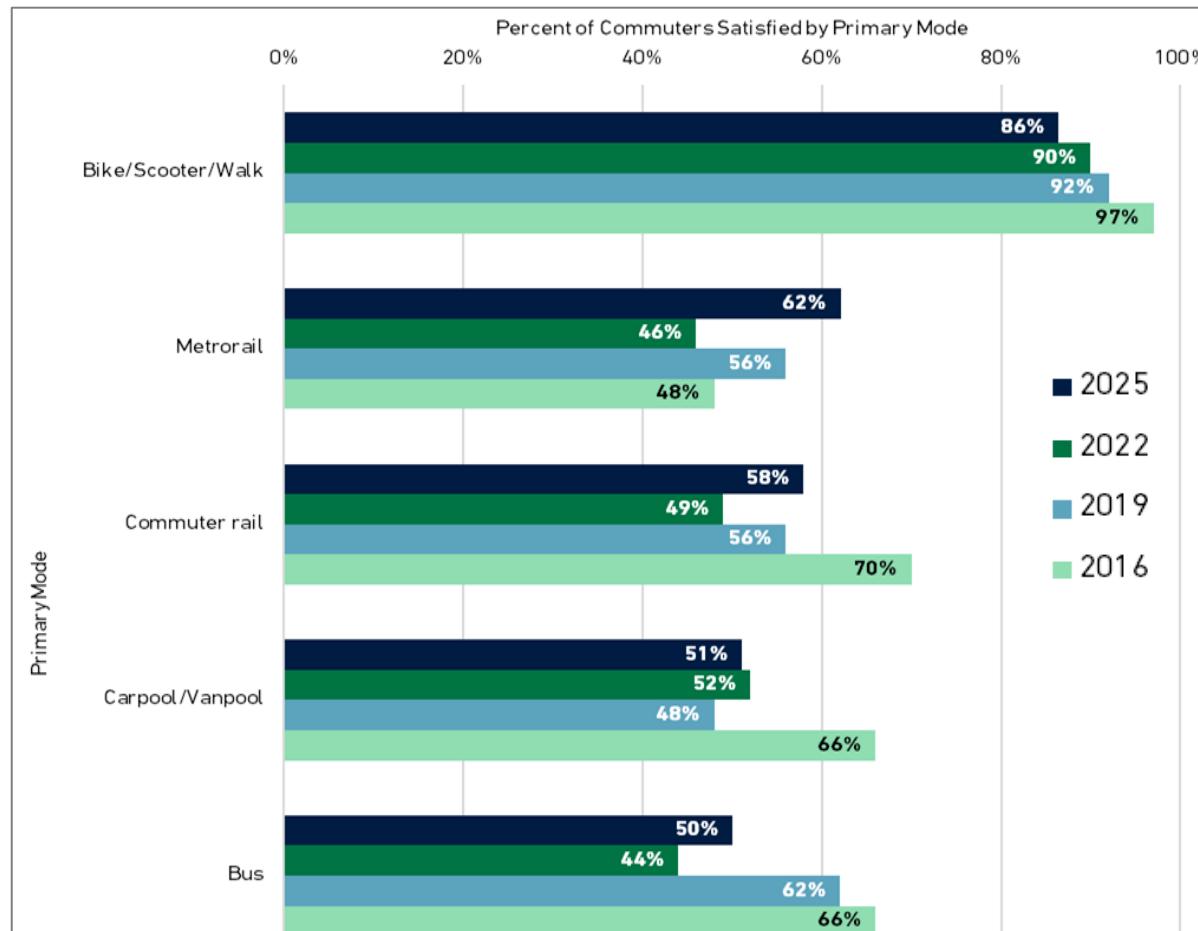
Including Telework and CWS



Average Commute Days Per Week Modes Used



Satisfaction with Commute by Primary Commute Mode



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

| PRIMARY MODE | AVERAGE ONE-WAY DISTANCE (MILES) | | AVERAGE ONE-WAY TRAVEL TIME (MINUTES) | |
|-------------------|----------------------------------|---------|---------------------------------------|---------|
| | n | AVERAGE | n | AVERAGE |
| Drive Alone | 3,628 | 18 | 3,499 | 38 |
| Transit | 1,443 | 17 | 1,435 | 52 |
| Telework | 816 | 18 | 807 | 44 |
| Bike/Scooter/Walk | 292 | 4 | 285 | 22 |
| Carpool/Vanpool | 173 | 20 | 170 | 42 |
| Taxi/Ride-hail | 55 | 16 | 53 | 28 |

Bicycle and Scooter Commuters By Type of Ownership

| BIKE/SCOOTER TYPE | PERCENTAGE OF BIKE/SCOOTER RESPONDENTS (n = 237) |
|----------------------------|---|
| Capital Bikeshare | 21% |
| Personal bike | 65% |
| Personal e-bike | 27% |
| Rented scooter/e-scooter | 5% |
| Personal scooter/e-scooter | 6% |

*Multiple responses accepted

Primary Commute Mode by Age

| Age | CWS/Telework | Primary Commute Mode (Excluding Telework) | | | |
|-----------------------------|--------------|---|---------------------|---------|-----------------------|
| | | Drive Alone/ Taxi/Ride-Hail | Carpool/ Vanpool | Transit | Bike/Scooter/ Walk |
| Current (2025 SOC) | | | | | |
| Under 35 years n = 1,161 | 25% | 60% | 2% | 32% | 7% |
| 35-44 years n = 1,204 | 23% | 69% | 3% | 23% | 4% |
| 45-54 years n = 1,210 | 21% | 69% | 4% | 24% | 3% |
| 55+ years n = 1,849 | 18% | 70% | 3% | 23% | 4% |

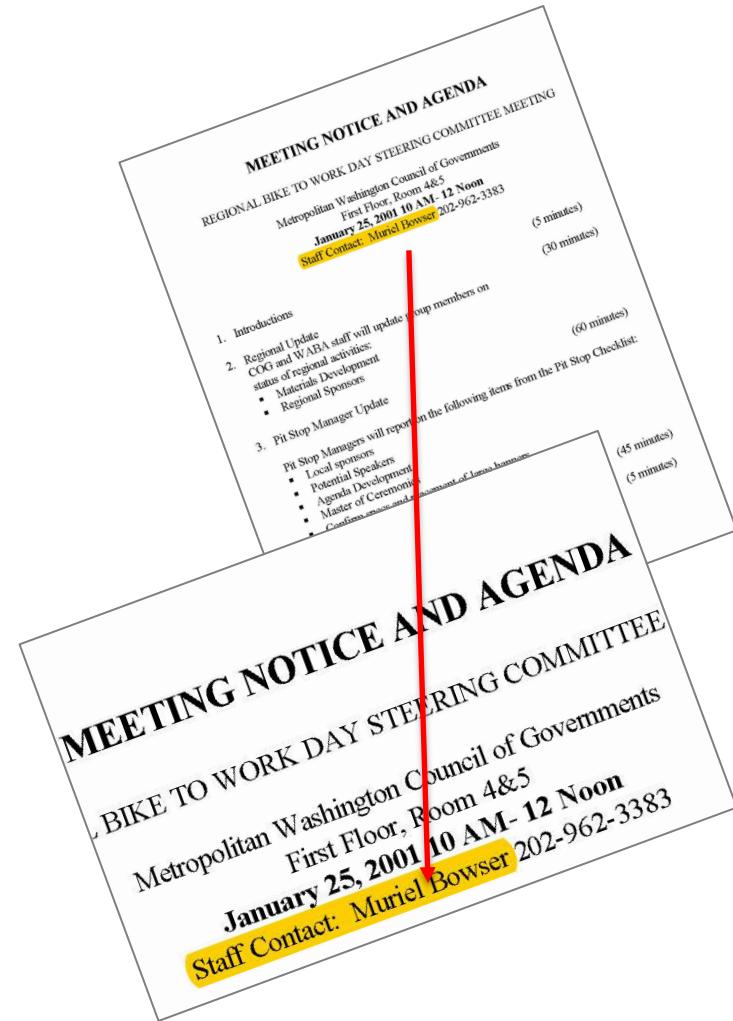
Bike to Work National Background

- National Bike Month (May) established 1956, by League of American Bicyclists.
- A month to showcase benefits of bicycling and encourage people to give bicycling a try.
- Bike to Work Week w/o May 11, 2026.
- Bike to Work Day Friday, May 15, 2026.

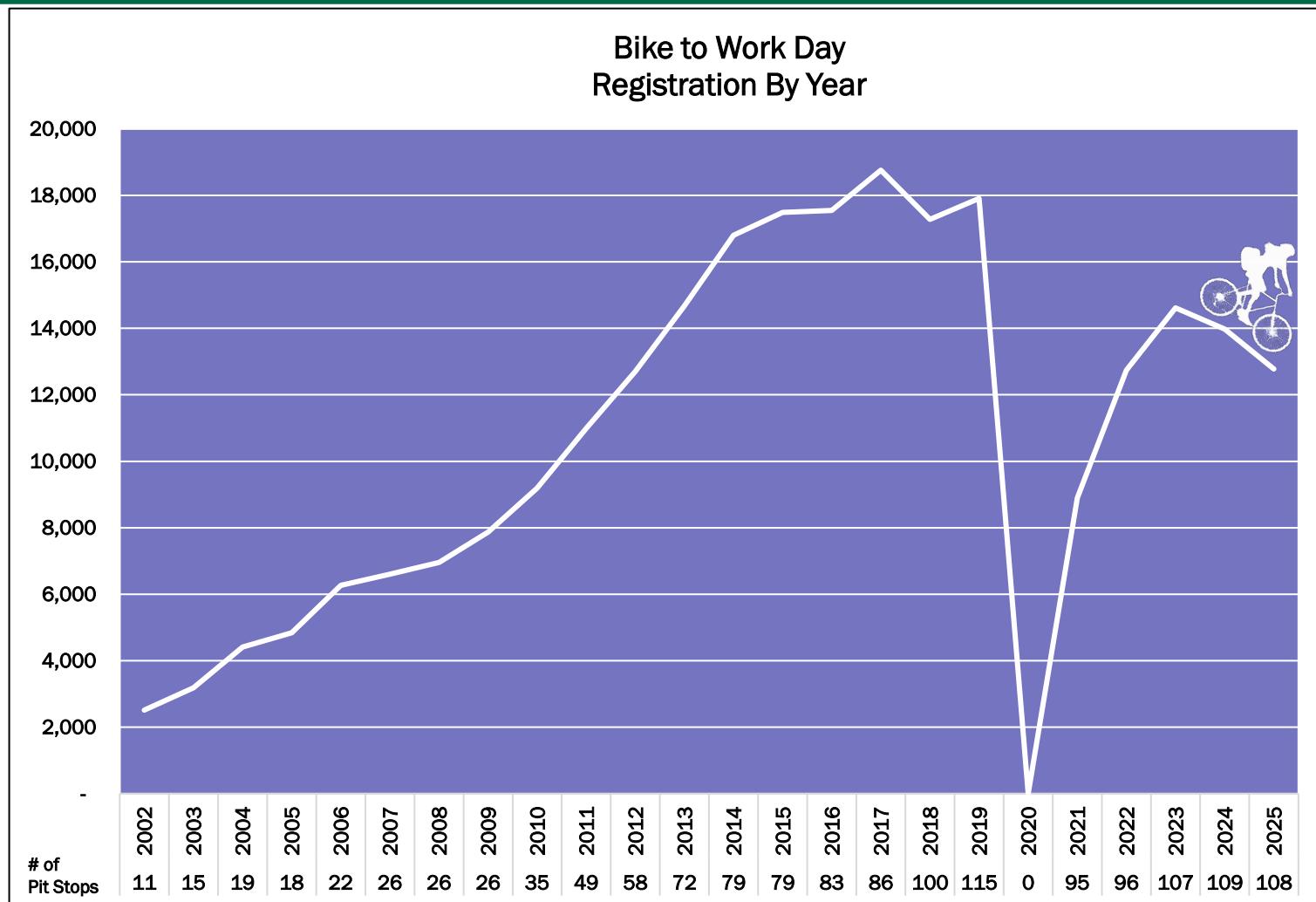


Bike to Work Day Regional Background

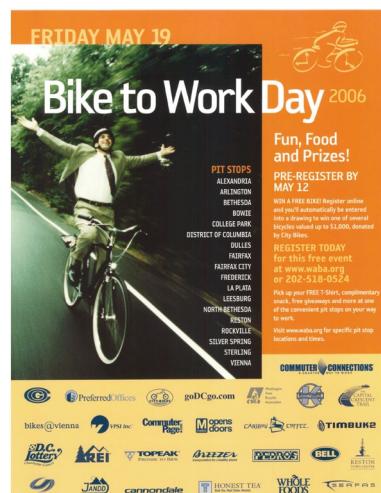
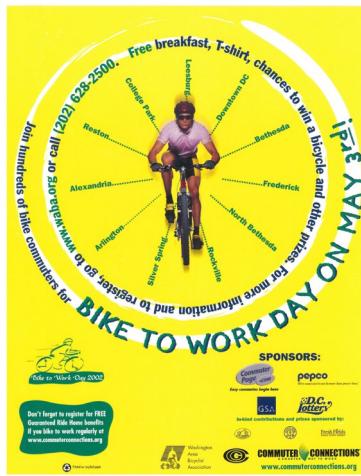
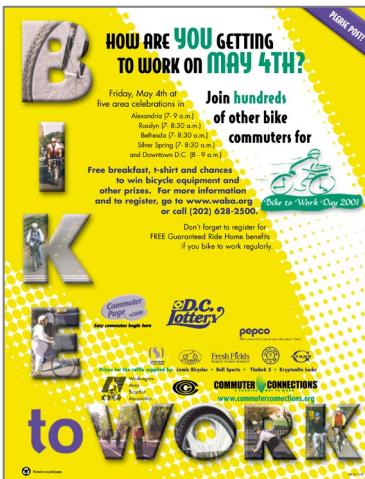
- Locally, BTWD began in 2000 by WABA as a D.C. only event.
- 2001, COG's Commuter Connections program expanded BTWD regionally.
- First regional event: Alexandria, Arlington, Bethesda, Silver Spring, and College Park.
- Expanded to include pit stops in all COG jurisdictions.



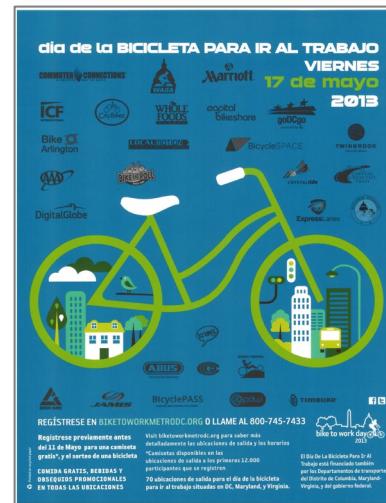
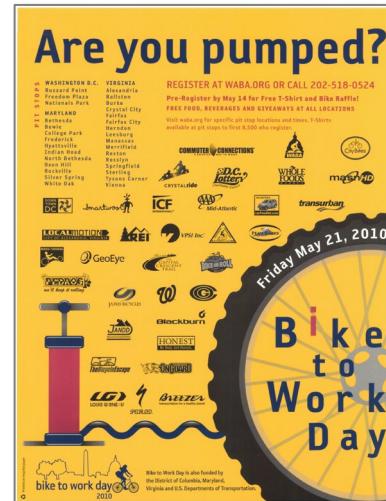
Event Registration by Year



BTWD Posters From the Past



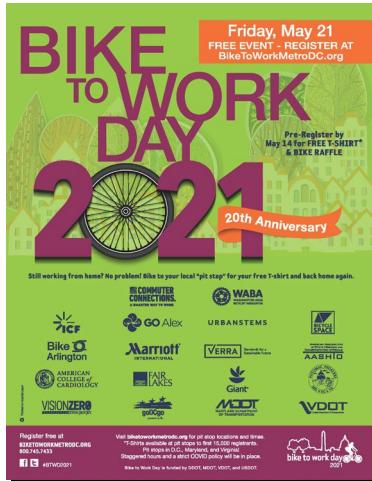
BTWD Posters From the Past



BTWD Posters From the Past



BTWD Posters Past to Present



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 sustainable, 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
- Marketing campaign
- T-shirts
- Website
- Social media sites
- Press outreach
- Regional proclamation
- Bicycling to work guides
- Regional paper bike map
- Bike router online map
- Event report



BTWD Support - WABA

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



WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

Pit Stop Hosting Entities

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



Beginners to Bike Enthusiasts



Bicycling Convoys



Pit Stop Responsibilities

- Local promotion.
- Securing food & beverage.
- SWAG and raffle prizes.
- Staffing/volunteers.
- Relevant vendors.
- T-shirt distribution.
- Pit stop logistics.
- Permitting (where required).
- Bike map and bike to work guide retrieval.
- Committee Meeting Attendance.



Employer Provided Amenities and Benefits

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



Bicycling Benefits to Employers

- Healthy, happy, active workforce.
- Bicycle commuters take fewer sick days due to better health.
- Bike parking is far more affordable and efficient than car parking.



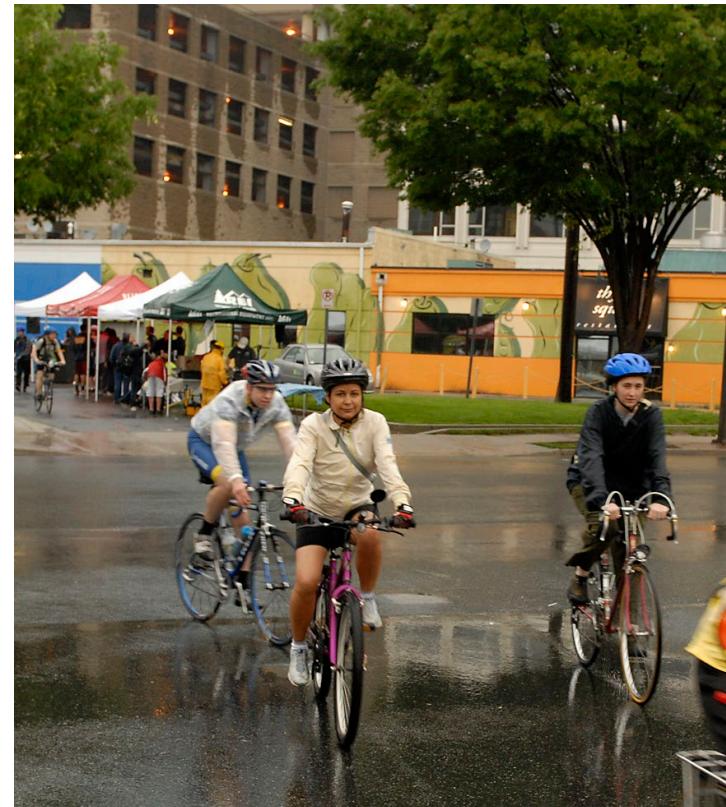
BTWD Rain Policy

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



BTWD Rain Policy

- Pit stop managers to determine whether or not to cancel local pit stop event(s).
- 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

Distributing marketing materials

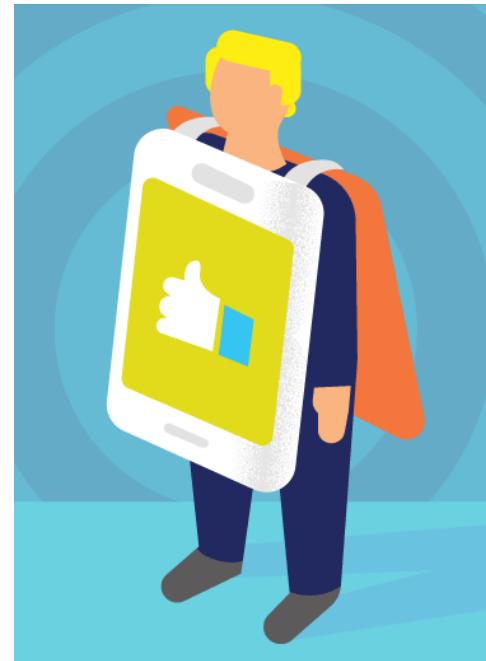
- Organize a group of volunteers to get the word out.
 - Local bicycle shops
 - Retail countertops
 - Storefront windows
 - Company lobbies
 - Faculty lounges
 - Community centers
 - Chamber of commerce
 - Houses of worship, etc.



Promoting Your BTWD Pit Stop

Distributing materials electronically

- Posts on social media.
- Email flyer to your lists.
- Online calendars.
- Place BTWD 2026 logo w/link on your organization's web site.



BTWD Flyers and Rack Cards



Rack Card
Front

Rack Card
Back

Banners



Regional Proclamation



Local Proclamations

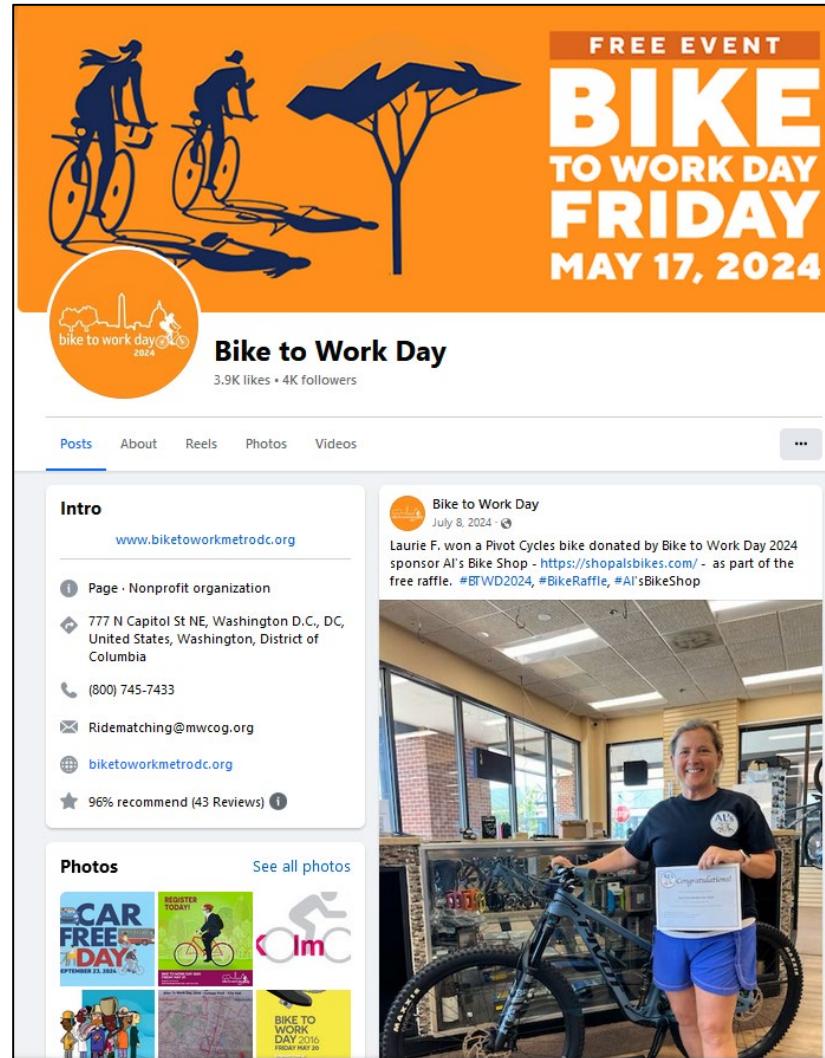


Social Media



@BikeToWorkDay

#BTWD2026



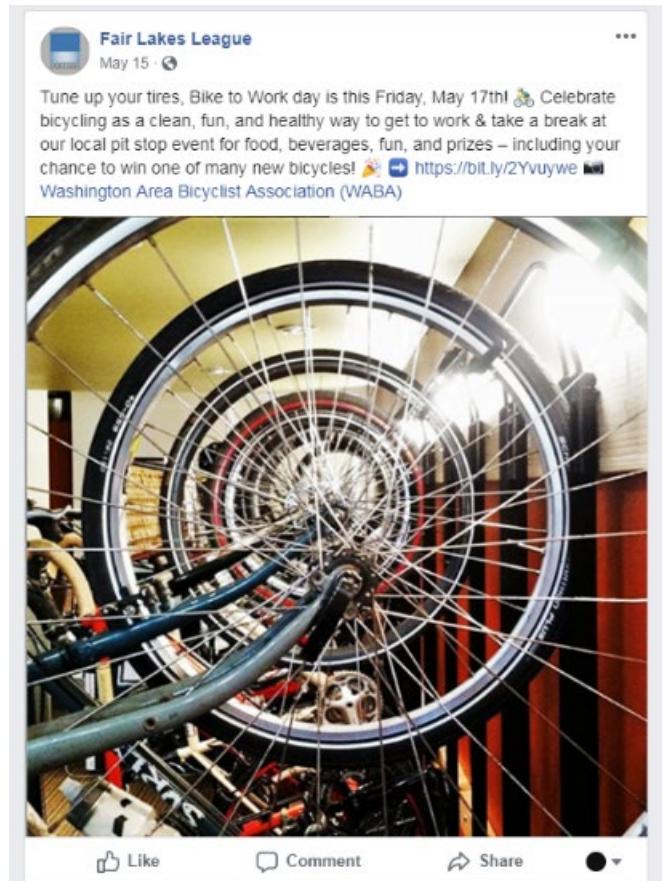
A Facebook post for 'Bike to Work Day' on May 17, 2024. The post features a graphic with two cyclists on a path next to a tree, and text reading 'FREE EVENT BIKE TO WORK DAY FRIDAY MAY 17, 2024'. Below the graphic is a circular profile picture of a cyclist. The post has 3.9K likes and 4K followers. The post includes an 'Intro' section with the website www.biketoworkmetrodc.org, a description as a nonprofit organization, address (777 N Capitol St NE, Washington D.C., DC, United States, Washington, District of Columbia), phone number (800) 745-7433, email (Ridematching@mwcog.org), website (biketoworkmetrodc.org), and a 96% recommendation rating from 43 reviews. It also includes a 'Photos' section with several small images related to bike to work day, and a large photo of a woman holding a certificate while standing next to a bicycle in a bike shop.

Social Media



Bike to Work Day 2019
76 views

Takoma Park City TV
Published on May 5, 2019
May 17th, 2019: Bike to Work Day.
Two Pit Stops in Takoma Park.
Gazebo 6-9am
SHOW MORE



Elected Officials



The Press



Yahoo DC region participates in Bike To Work Day

https://www.fox5dc.com/news/dc-region-participates-in-bike-to-work-day

FOX 5 Live News Weather Traffic Good Day Contests More

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 Padlini Perspective: Episode 83

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

WASHINGTON (FOX 5 DC) - Friday is the D.C. region's annual Bike To Work Day. FOX 5 DC reporter Jennifer Padlini is on the scene with the details.

6:32 60

Food and Beverage



SWAG and Bike Literature



Raffle Drawings & Prizes



© www.tsaraphoto.com - 703.838.8096

Raffle Drawings & Prizes



Bike Techs



Sponsor Recognition



Pit Stop Web Page

The screenshot displays the Bike to Work Day website. The top section features a purple header with the event logo and navigation links for 'Event Info', 'For Employers', 'For Riders', 'Sponsorships', 'Resources', 'Register', and a search bar. A large banner image shows a person in a suit riding a bicycle. Below the banner, the text 'FREE REGISTRATION OPENS IN MARCH!' is displayed. The main content area includes several sections: 'CRUISE INTO WORK Friday, May 15, 2026' with a description of the event; 'ALL RIDERS WELCOME' with a photo of two cyclists and a 'Get Started' button; 'FIND YOUR PIT STOP' with a photo of a group of cyclists and a 'Get Started' button; 'GET BIZZY' with a photo of a group of cyclists and a 'Get Started' button; and 'OUR REGIONAL SPONSORS' with logos for various companies. The bottom section, titled 'COMMUNITY HIGH FIVES', contains several testimonial boxes from past participants, such as 'Pam Landau', 'Lil Black Sheep', and 'Carolyn Sennett', each sharing their positive experiences. The footer includes the 'bike to work day' logo, contact information, and a copyright notice: '© 2016 Bike to Work Day, All Rights Reserved'.

Sponsorship Regional

- Gold (Paid Media Campaign)
- Silver (T-shirts)
- Bronze (Website/Posters)

 **Bike to Work Day Event - May 2026**
Regional Sponsorship Declaration
Deadline - January 30, 2026

Please check one of the following Sponsor Levels:

| | Cash | In-Kind |
|--|--------------------------|--------------------------|
| GOLD SPONSOR LEVEL Mentioned as sponsor on hundreds of Radio Ads (traditional and/or internet radio), Social Media, plus all Silver and Bronze level items | <input type="checkbox"/> | <input type="checkbox"/> |
| SILVER SPONSOR LEVEL Logo on thousands of T-shirts, Press Release, plus Bronze level items | <input type="checkbox"/> | <input type="checkbox"/> |
| BRONZE SPONSOR LEVEL Logo on Website and thousands of Posters and Rack Cards | <input type="checkbox"/> | <input type="checkbox"/> |

If in-kind donation, please describe: _____

Sponsors must provide a minimum of 50% cash. Bicycle donors may however be 100% in-kind. Donated bicycles must be sized for winners, accordingly. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship agreement and must be arranged with the independently managed local pit stop.

Name: _____ Title: _____
Organization: _____
Address: _____
City, State, Zip: _____
e-mail: _____ Phone: (____) ____-_____
Website address for your sponsor logo: _____
Signature _____

Credit cards and ACH accepted. For checks, please make payable to: **Metropolitan Washington Council of Governments** and mail to 777 N. Capitol Street NE, Suite 300, Washington, DC 20002
ATTN: Lindsay Haake. Send this signed form and your logo in high resolution format (vector image) for quality reproduction to lhake@mwcoog.org, no later than January 30, 2026. Contact Lindsay at 202.962.3225 with any questions. COG and WABA are 501(c)(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 will be shipped T-shirts.
- Fixed number of shirts.
- Bicyclists must register and attend to qualify for 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. Register and attend but didn't make cut-off; may have any forfeited T-shirts at end of pit stop hours.
 3. Didn't register but attend; may have shirts after above are satisfied.

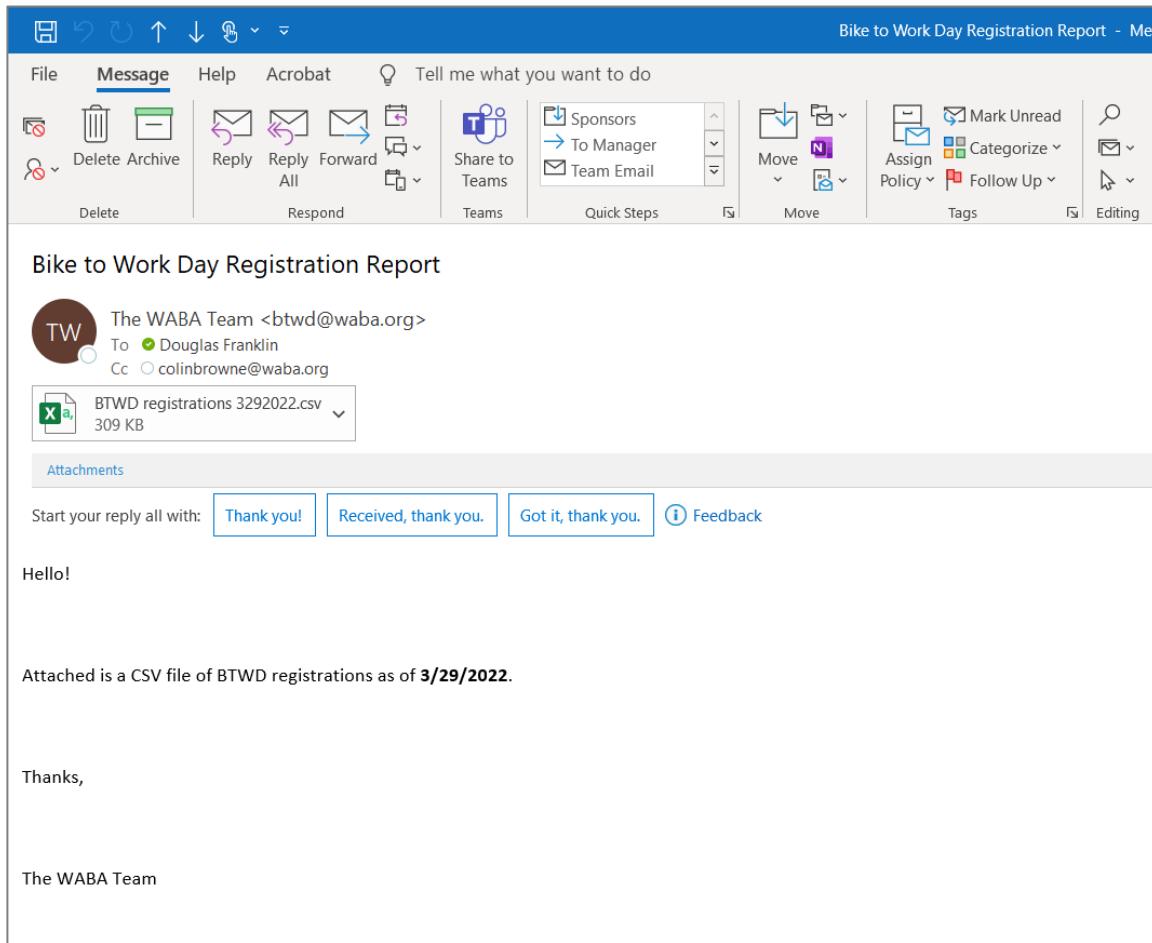


T-shirt Distribution (con't)

- Sizes are first come first served.
- Bicyclists can attend multiple pit stops.
- T-shirt is only available at registered pit stop.



Registration Reports



Bike to Work Day Registration Report

The WABA Team <btwd@waba.org>

To Douglas Franklin
Cc colinbrowne@waba.org

BTWD registrations 3292022.csv 309 KB

Attachments

Start your reply all with:

Hello!

Attached is a CSV file of BTWD registrations as of **3/29/2022**.

Thanks,

The WABA Team

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

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



Community Engagement



Entertainment



Be Creative



Vendors



HAVE FUN!



Thank You



Veteran Pit Stop Managers Best Practices

- **Sooin Choi**, Southwest Business Improvement District
- **Aysha Cohen**, University of Maryland Dept of Transportation Services
- **George Phillips**, Prince William County Dept of Transportation

Q & A

Lindsay Haake

Marketing & Communications Specialist
(202) 962-3225
lhaake@mwcog.org

commuterconnections.org

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