

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

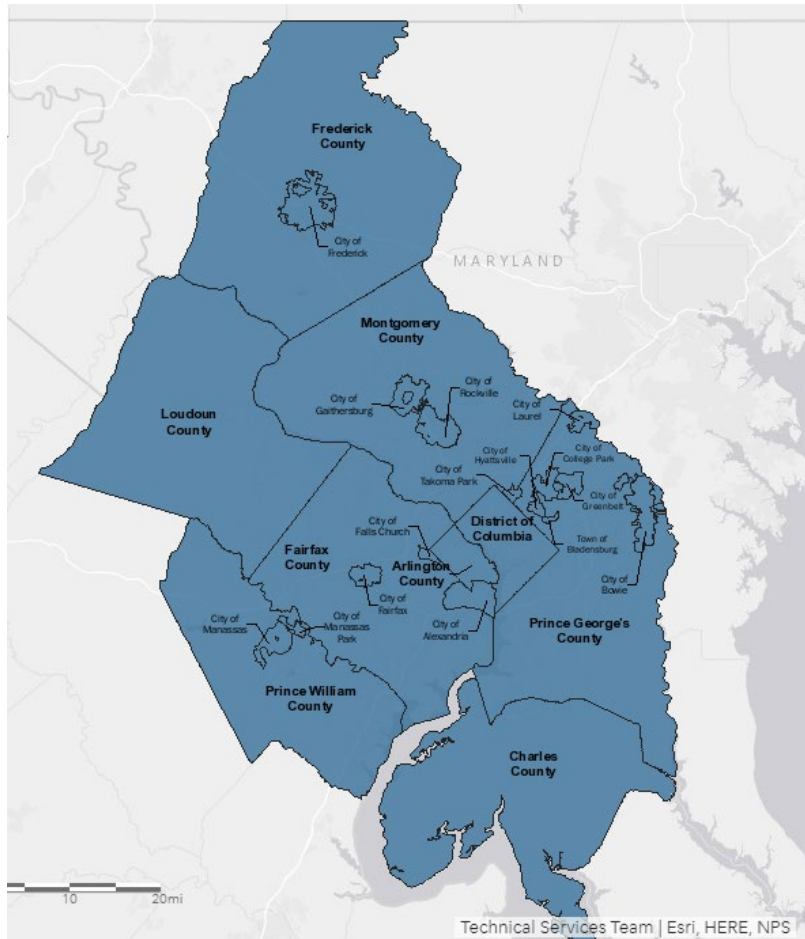
COG Background

- 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.

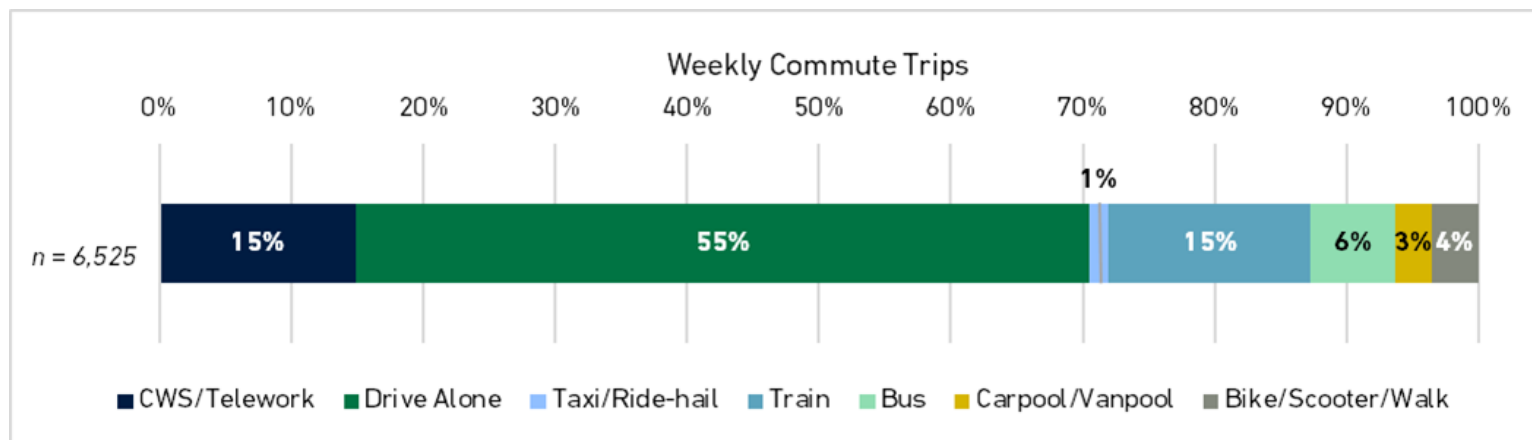


A Brief History of Bicycles

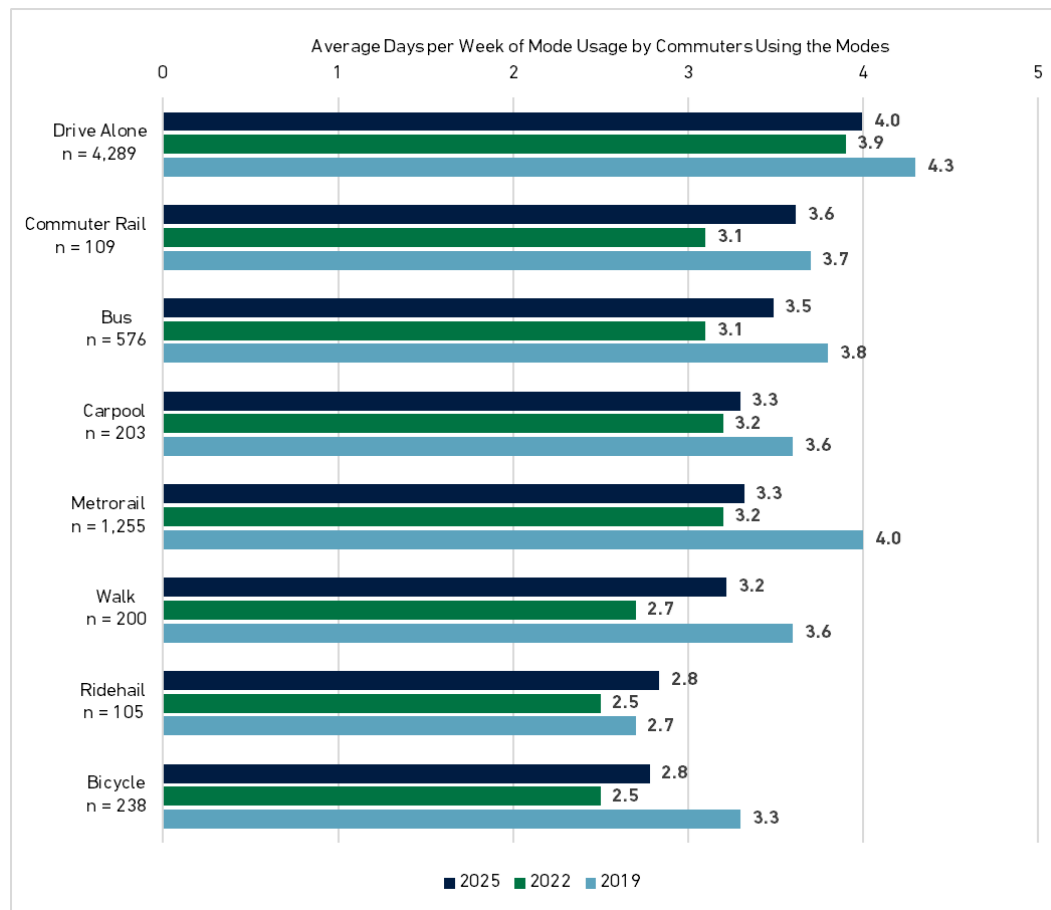
- Developed 1880s.
- Basic frame design has stayed the same for 140+ years.
- Today's bikes are lighter, stronger, safer, and more comfortable.
- Bikes are designed for specific needs, i.e. mountain bikes, racing bikes, bikes made for commuting.



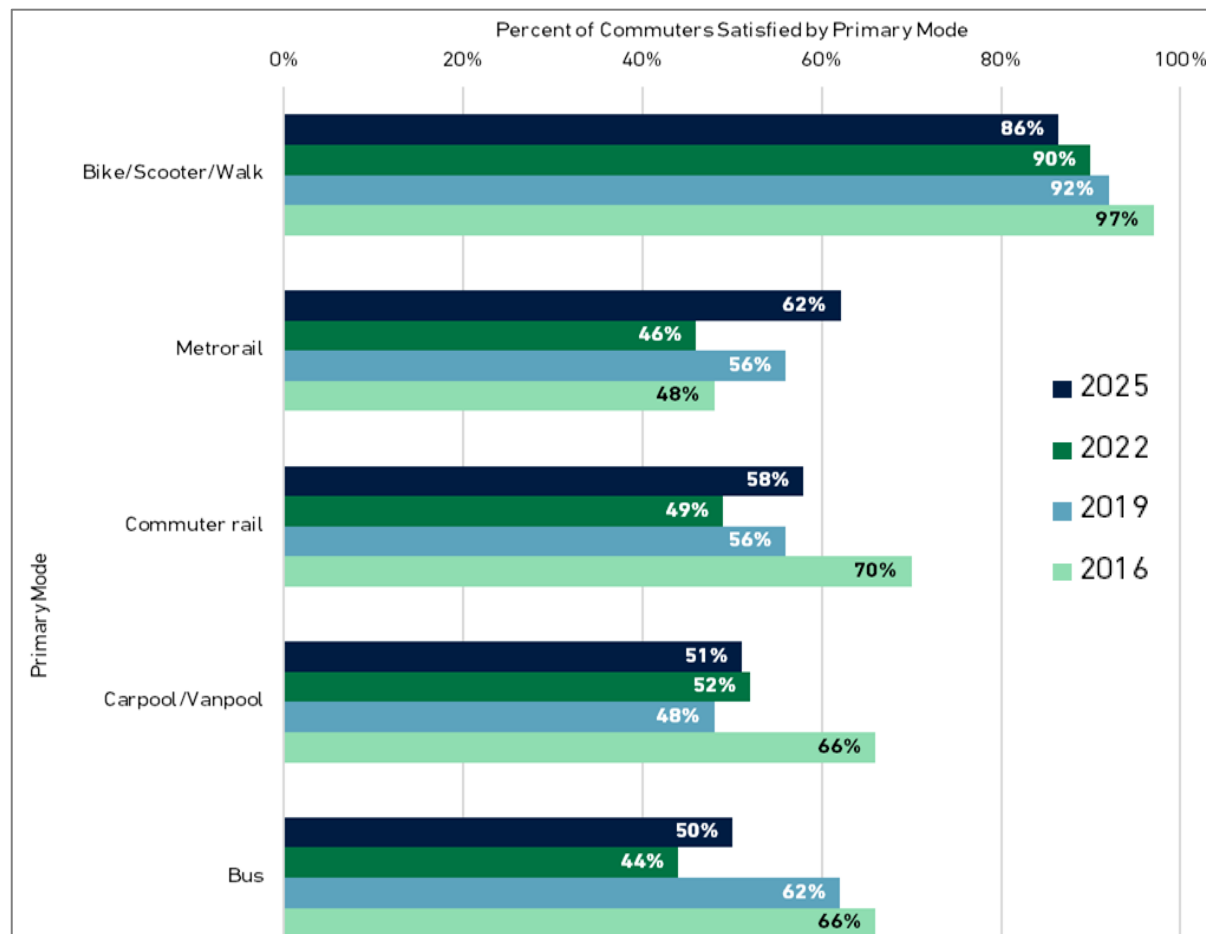
Weekly Commute Trips by Mode Including Telework and CWS



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	CARPPOOL/ 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%

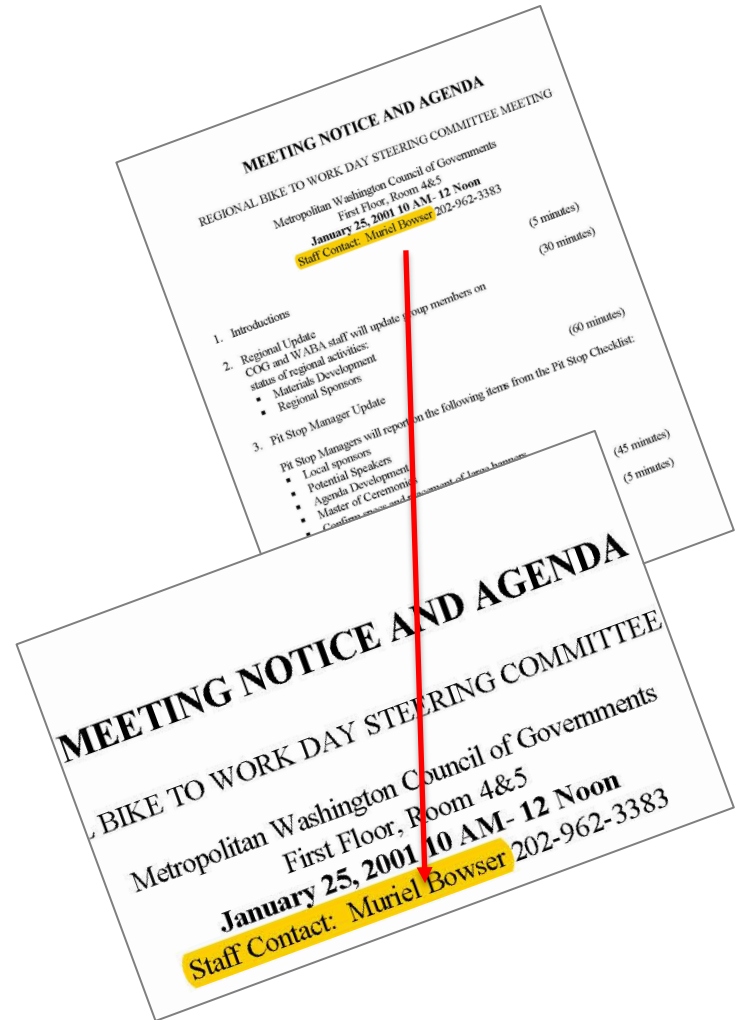
Bike to Work National Background

- 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.

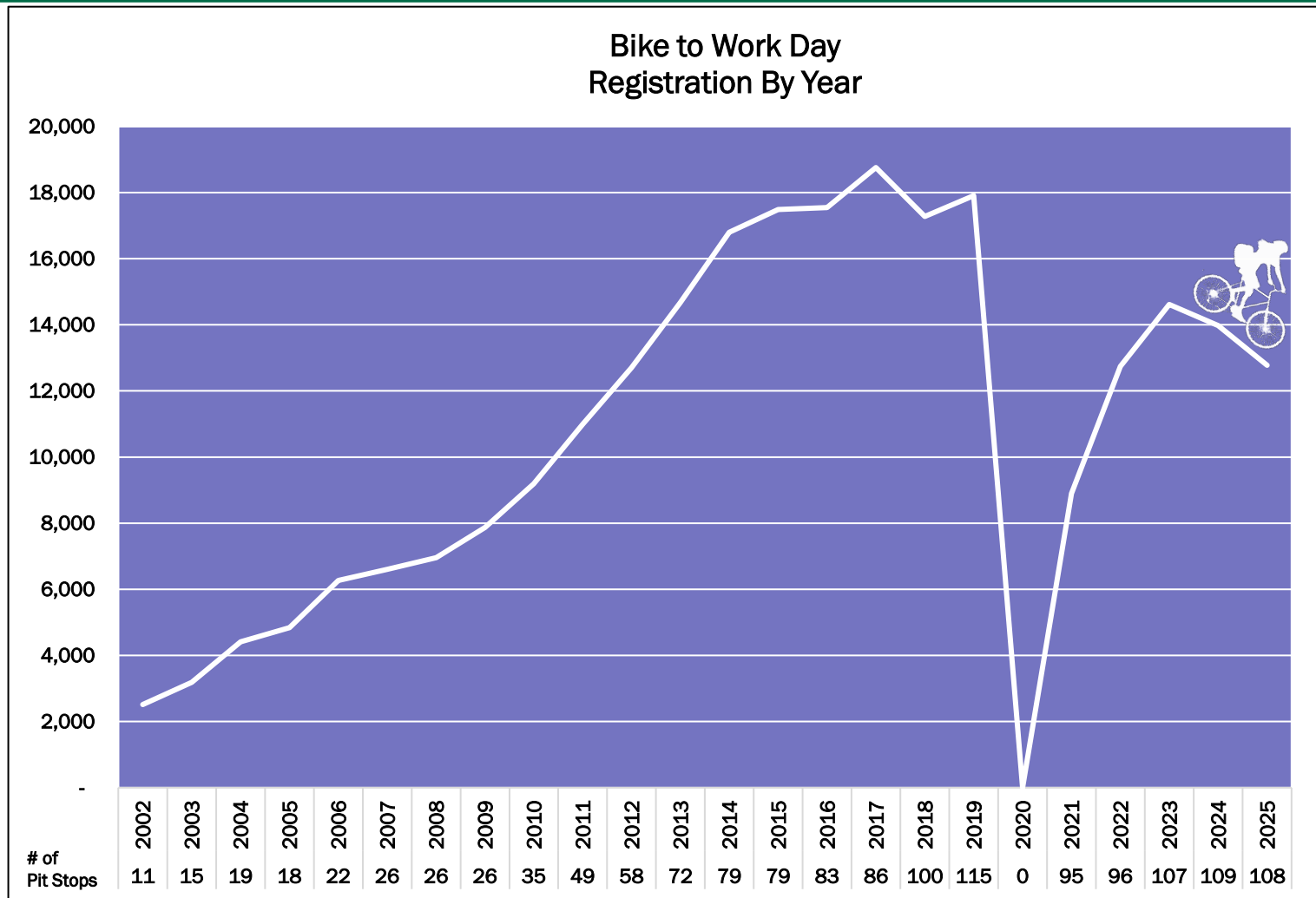


Bike to Work Day Regional Background

- 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

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 Gaithersburg (8:00 a.m.)

Join hundreds of other bike commuters for

Free breakfast, T-shirt and chance to win bicycle equipment and other prizes. For more information and to register, go to www.waba.org or call (202) 628-2500.

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

BIKE to WORK

SPONSORS:
 SDC Lottery, pepco, Fresh Start, Commuter Connections, etc.

BIKE TO WORK DAY ON MAY 4TH

Free breakfast, T-shirt, chance to win a bike and other prizes. For more information and to register, go to www.waba.org or call (202) 628-2500.

SPONSORS:
 pepco, SDC Lottery, Commuter Connections, etc.

SOMETIMES 2 WHEELS ARE BETTER THAN 4

FRIDAY MAY 7th

Bike to Work Day 2004

FUN, FOOD AND PRIZES!
 PRE-REGISTER BY APRIL 20th
 For a FREE T-shirt and a chance to win one of several prizes. Register by April 20th.

CALL (202) 628-2500 or LOG ON TO www.waba.org

PIT STOPS:
 Use one of these convenient gathering spots as your starting point or as a halfway stop on your way to work.

SPONSORS:
 Crystal City, etc.

BIKE TO WORK DAY 2005

FRIDAY MAY 20

PIT STOPS:
 ALEXANDRIA • ARLINGTON • BETHESDA • BOWIE • COLLEGE PARK • DISTRICT OF COLUMBIA • FALLS CHURCH • FARMACIA • GAITHERSBURG • NORTH BETHESDA • RESTON • ROCKVILLE • SILVER SPRING • STERLING • VIENNA

Pick up your free T-shirt, complimentary snacks, free giveaways and more at one of these convenient gathering points on your way to work.

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 or (202) 628-2500

SPONSORS:
 SDC Lottery, Commuter Connections, etc.

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 at \$1,000, donated by City Bikes.

REGISTER TODAY
 For this free event at www.waba.org or 202-518-0524

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

Visit www.waba.org for specific pit stop locations and hours.

SPONSORS:
 Commuter Connections, etc.

Bike to Work Day 2007

FRIDAY MAY 11

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

PIT STOPS:
 WASHINGTON D.C.: Alexandria, Arlington, Fairfax, Falls Church, Gaithersburg, Reston, Silver Spring, Sterling, Tysons Corner, Vienna
 VIRGINIA: Arlington, Fairfax, Falls Church, Gaithersburg, Reston, Silver Spring, Sterling, Tysons Corner, Vienna

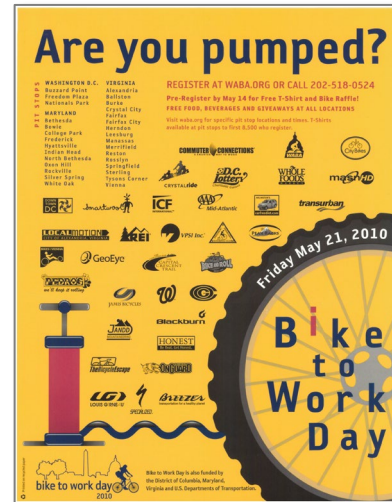
Free food, beverages and giveaways available at each location.

Visit www.waba.org for specific pit stop locations and times. T-shirt locations and times for the bike raffle.

Register at www.waba.org or call 202-518-0524

SPONSORS:
 Commuter Connections, etc.

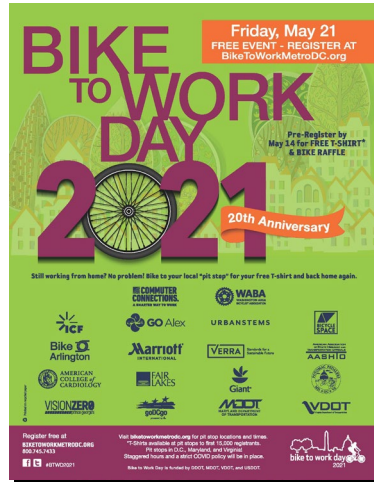
BTWD Posters From the Past



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	Hotels/Apartments
Business Improvement Districts	Non-profit Organizations/Associations
Chambers of Commerce	Parks and Recreation
County/City Governments	Private Sector Employers
Colleges/Schools	Professional Services
Community Volunteers/Neighborhood Groups	Restaurants and Other Eateries
Developers/Property Management	State Departments of Transportation
Federal Agencies	Transit Agencies
Fitness Centers	Transportation Organizations
Government Contractors	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

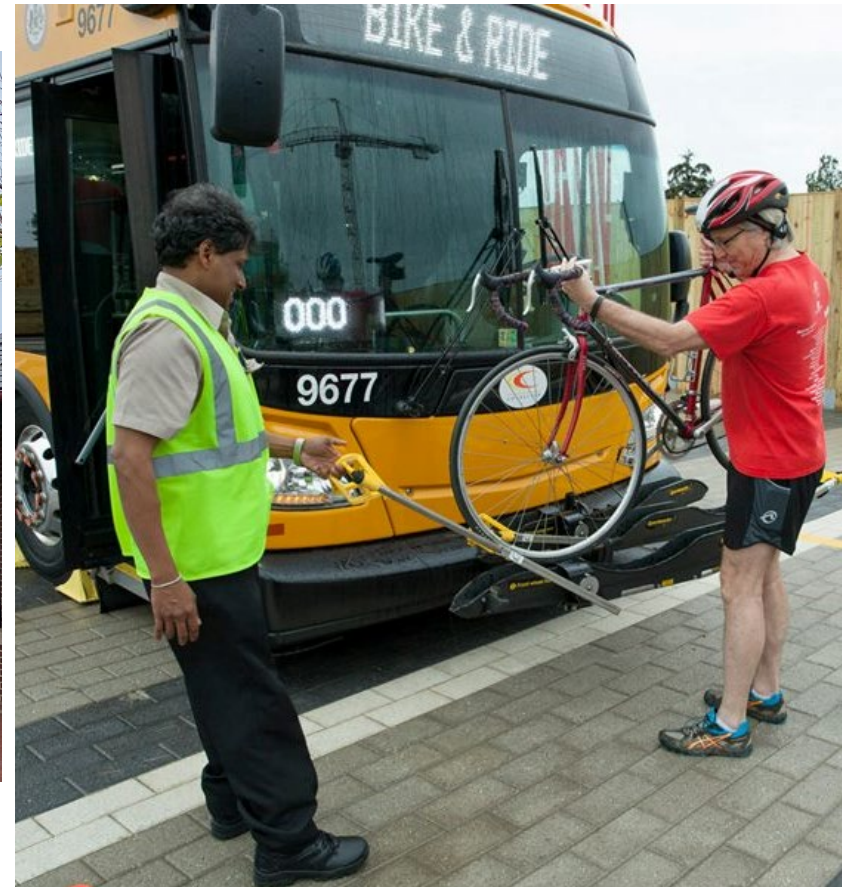
- Pit stop managers to determine whether or not to cancel local pit stop event(s).
- If a pit stop cancels or makes location changes, keep registrants informed at least 24 hours in advance.



Bicycle Police



Bikes and Transit



Promoting Your Pit Stop

Distributing marketing materials

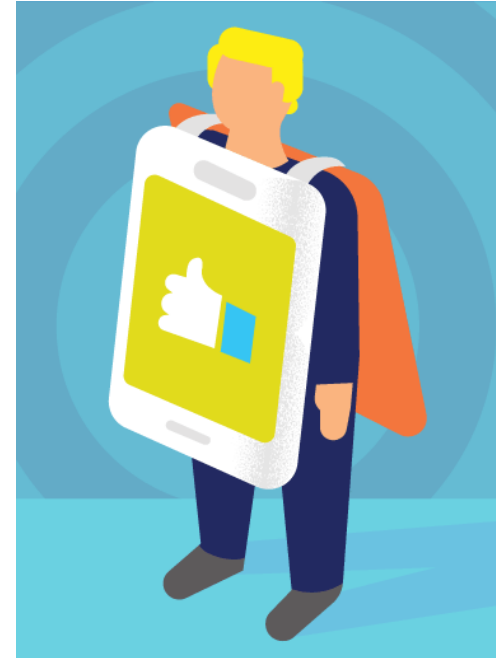
- Organize a group of volunteers to get the word out.
 - Local bicycle shops
 - Retail countertops
 - Storefront windows
 - Company lobbies
 - Faculty lounges
 - Community centers
 - Chamber of commerce
 - Houses of worship, etc.



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

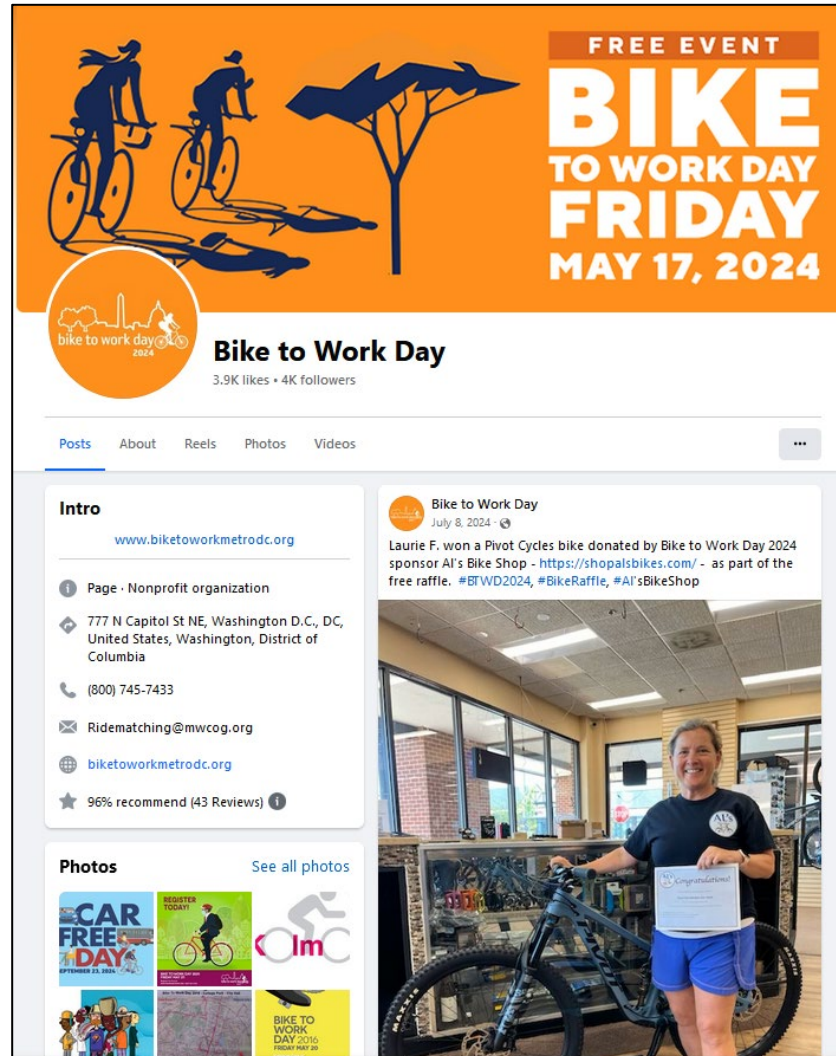


Social Media



@BikeToWorkDay

#BTWD2026



Social Media

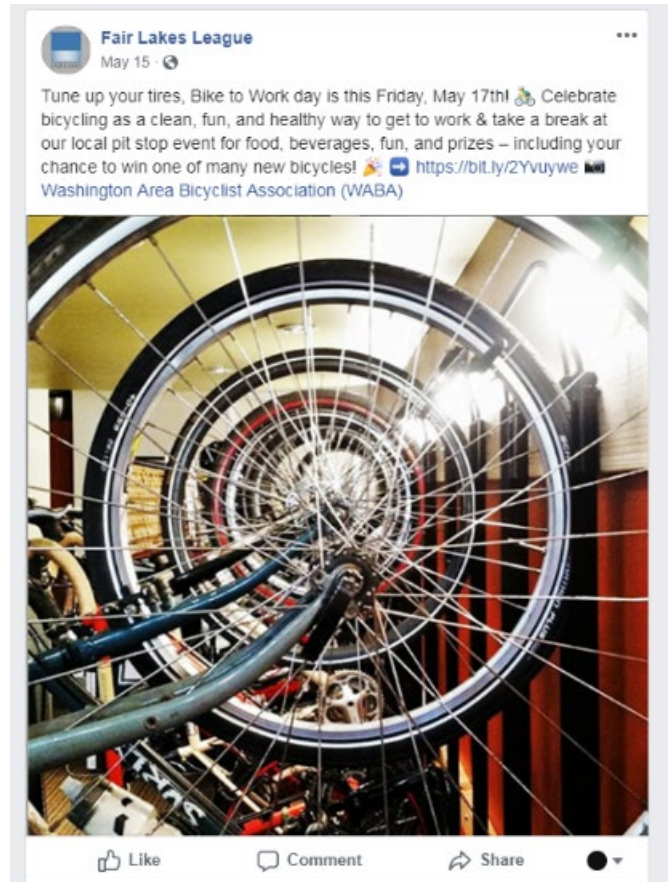
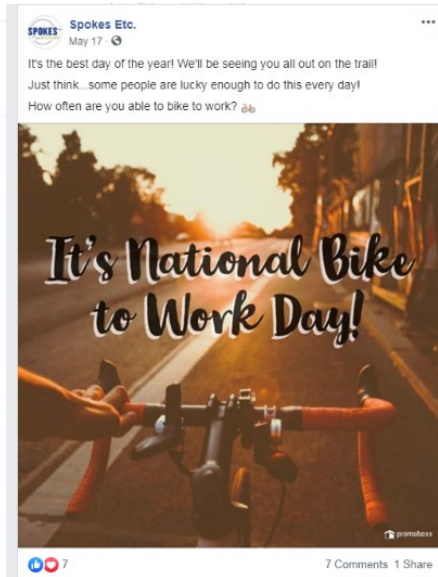


Bike to Work Day 2019
76 views



Takoma Park City TV
Published on May 6, 2019

May 17th, 2019: Bike to Work Day:
Two Pit Stops in Takoma Park
Gazabo 6-8am
SHOW MORE



Elected Officials



The Press



Food and Beverage



SWAG and Bike Literature



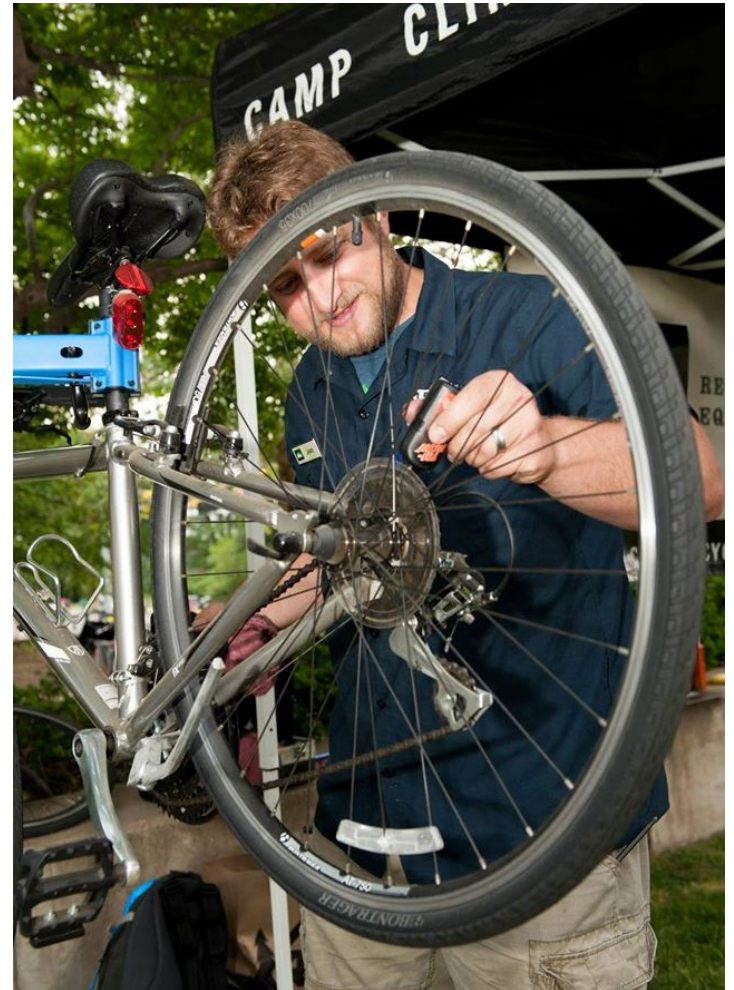
Raffle Drawings & Prizes



Raffle Drawings & Prizes



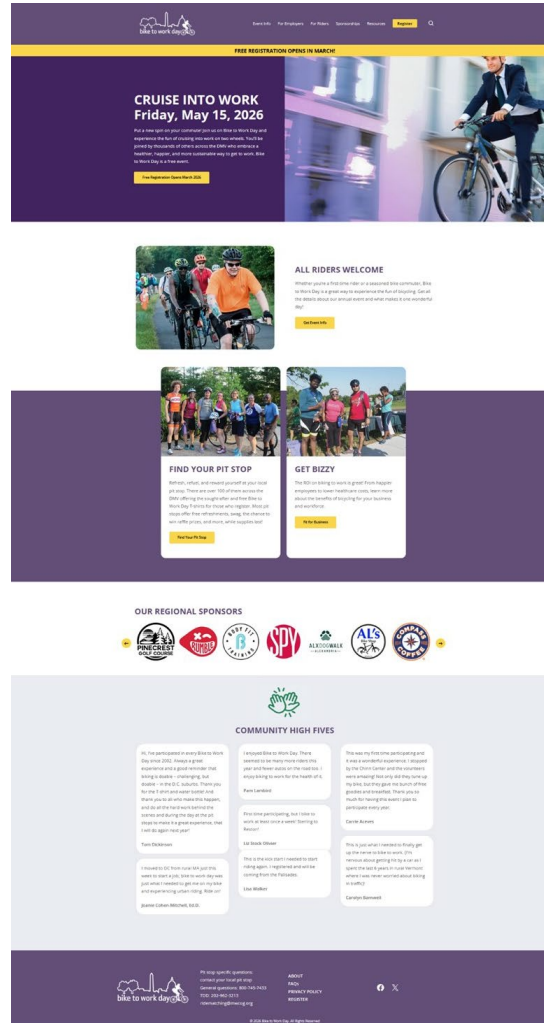
Bike Techs



Sponsor Recognition



Pit Stop Web Page



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 \$7,500

☐ ☐

Mentioned as sponsor on hundreds of Radio Ads (traditional and/or internet radio), Social Media, plus all Silver and Bronze level items

SILVER SPONSOR LEVEL \$4,500

☐ ☐

Logo on thousands of T-shirts, Press Release, plus Bronze level items

BRONZE SPONSOR LEVEL \$1,200

☐ ☐

Logo on Website and thousands of Posters and Rack Cards

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 lhaake@mwco.org, no later than January 30, 2026. Contact Lindsay at 202.962.3225 with any questions. COG and WABA are 501(c)(3) nonprofits.



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.

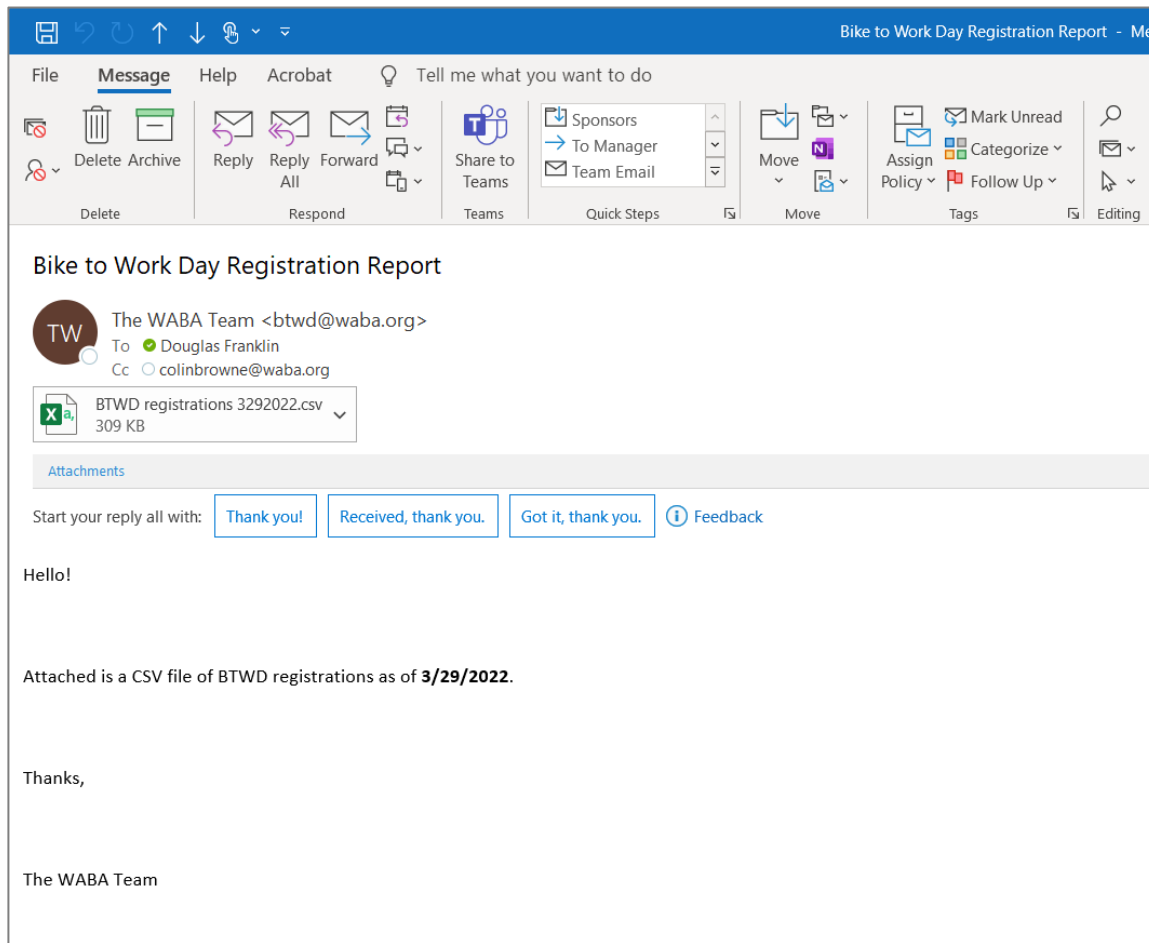


T-shirt Distribution (con't)

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



Registration Reports



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.



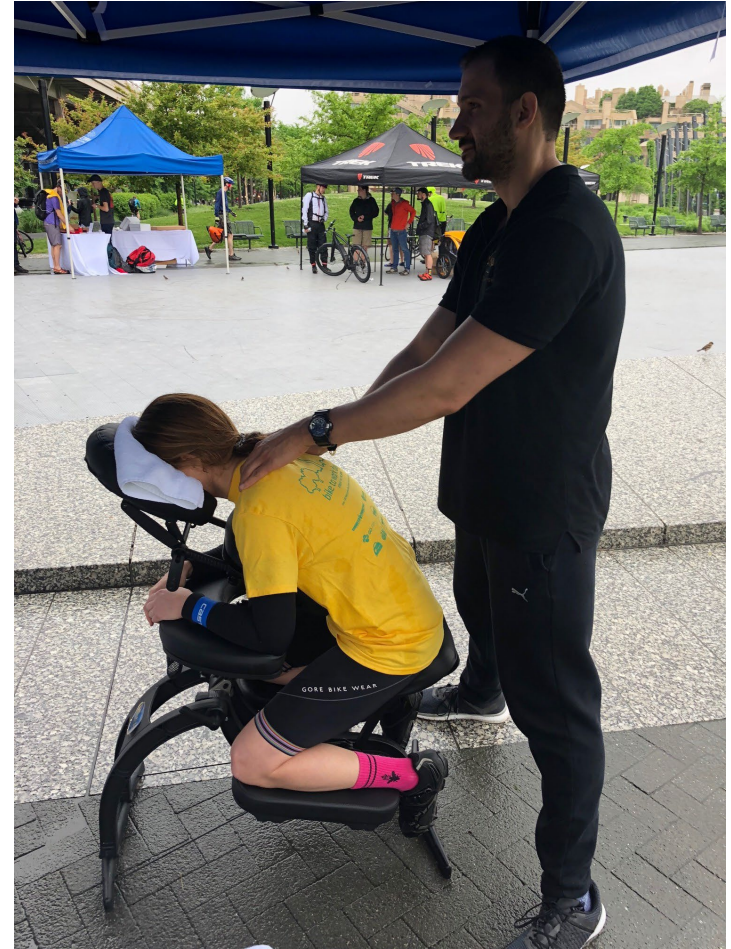
Community Engagement



Entertainment



Be Creative



Vendors



HAVE FUN!



Thank You



Veteran Pit Stop Managers Best Practices

- **Soojin 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

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commuterconnections.org

Metropolitan Washington Council of Governments

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