

# BIKE TO WORK DAY

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## New Pit Stop Manager Orientation

Douglas Franklin  
Senior Marketing Manager

Bike to Work Day  
February 5, 2025

# 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

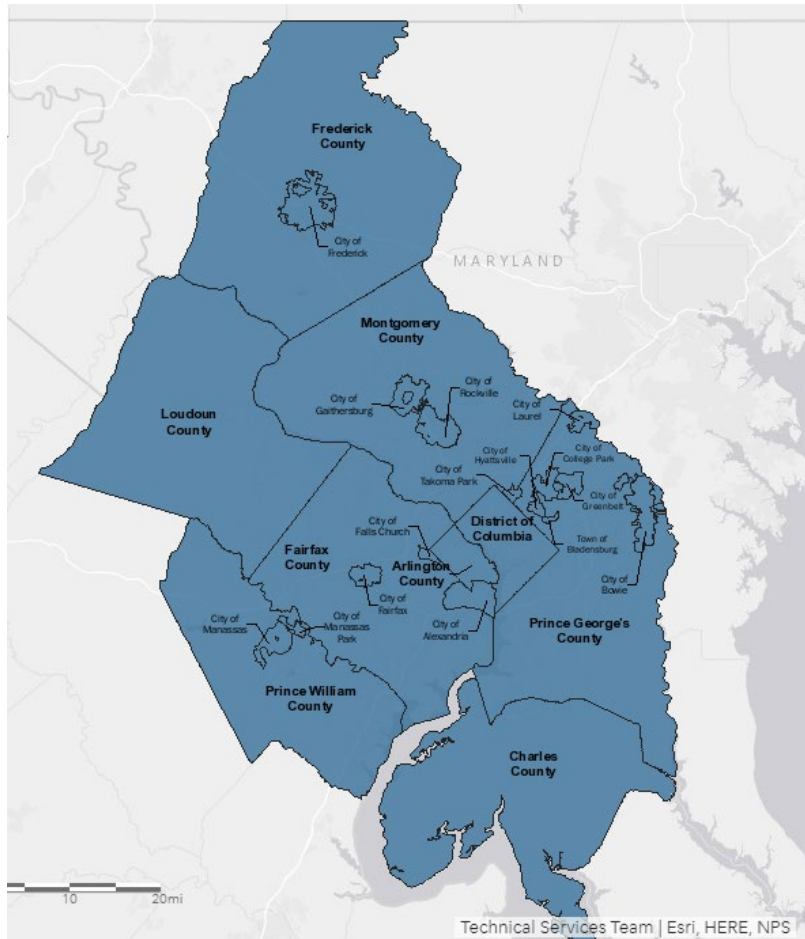
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- A network of policy, technical, and advisory committees who convene and collaborate on regional issues.
- COG staffs more than 100 subject matter experts and other professionals to support its members and the region.
- Committee members consist of 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

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- The TPB is an independent body, housed at and staffed by the Metropolitan Washington Council of Governments (COG).
- Federally designated metropolitan planning organization (MPO) for Washington, DC metropolitan region.
- Works with local, state, regional, and federal partners.
- Develops transportation plans, provides data and analyses to decision makers, and coordinates regional programs to advance regional transportation-related matters.



National Capital Region  
**Transportation Planning Board**

# Commuter Connections

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- A program of the TPB.
- Promotes and facilitates more 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

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- 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.
- Five meetings annually:  
September through May.
- Every other month.
- Second Wednesday  
10:00 – 11:30 am.

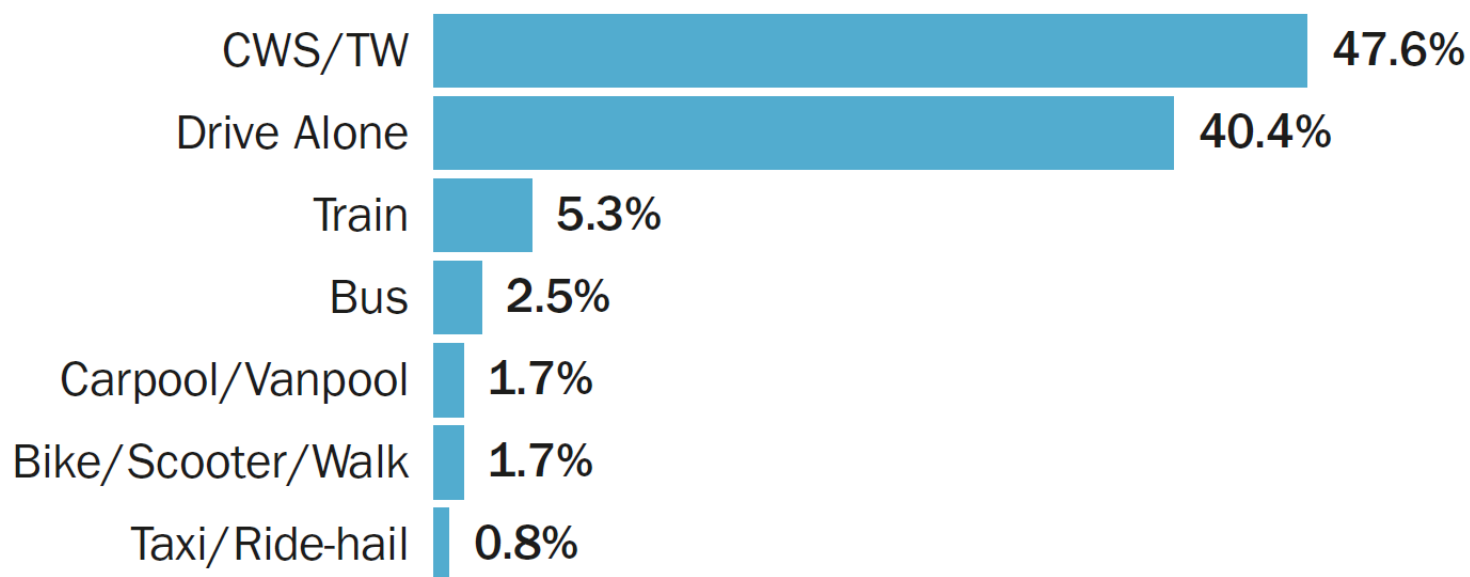


# A Brief History of Bicycles

- 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



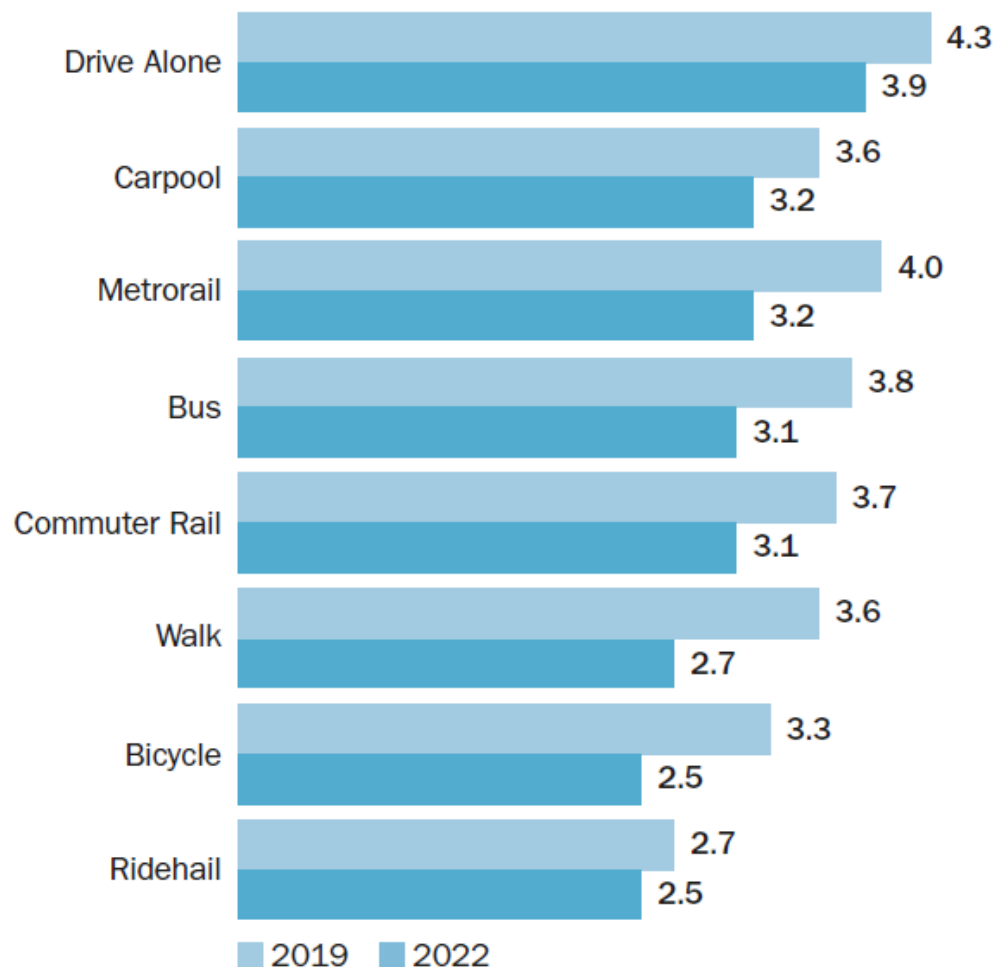
(n = 8,114)



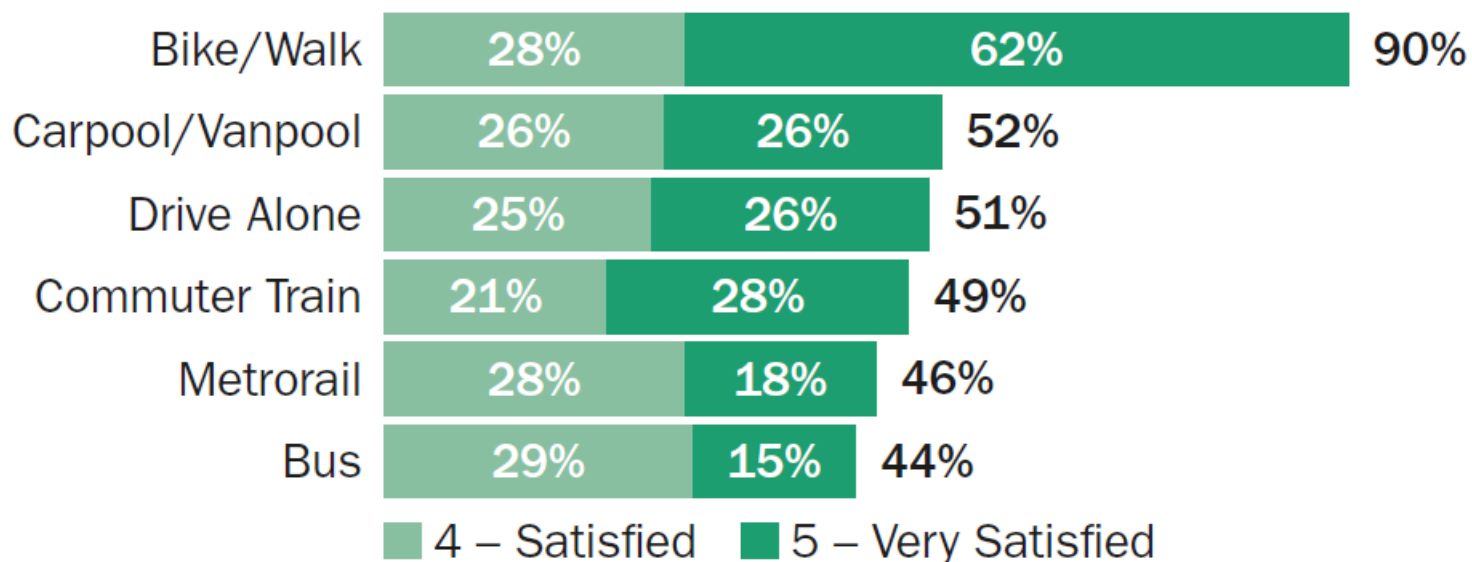
# Average Commute Days Per Week Modes Used

## By Respondents Using Modes 2019 and 2022

(Drive Alone n = 3,972, Carpool n = 161, Metrorail n = 561, Bus n = 311, Commuter Rail n = 69 Walk n = 158, Bicycle n = 153, Ridehail n = 73; Vanpool and taxi not included due to insufficient sample sizes)



# Satisfaction with Commute by Primary Commute Mode



(Bike/walk n = 190, Carpool/vanpool n = 119, Drive alone n = 3,364, Commuter train n = 47, Metrorail n = 393, Bus n = 209)

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

PRIMARY COMMUTE MODE	AVERAGE DISTANCE (MI.)		AVERAGE TIME (MIN.)	
	(N = __)	AVERAGE	(N = __)	AVERAGE
Commuter rail	38	31.1 mi.	47	76 min.
Drive alone	3,247	18.1 mi.	3,434	35 min.
Carpool	104	16.7 mi.	110	37 min.
Bus	175	13.9 mi.	206	50 min.
Metrorail	320	12.4 mi.	383	49 min.
Bike	88	4.5 mi.	88	25 min.
Walk	91	1.3 mi.	98	20 min.

Note: Distances greater than 120 miles and times greater than 150 minutes are excluded from the averages; vanpool is excluded from the mode list due to insufficient sample size for reliable analysis.

# Personal Benefits of Bike/Walk Mode Use by Primary Mode

PERSONAL BENEFIT	CARPPOOL (N = 135)	TRANSIT (N = 800)	BIKE/WALK (N = 261)
Save money	16%	22%	17%
Save time, travel faster	21%	11%	24%
Have companionship during commute	24%	1%	1%
Save gas, save energy	12%	7%	2%
Can use HOV lane	10%	0%	0%
Less traffic/don't need to drive	5%	23%	6%
Use travel time productively	5%	17%	4%
Avoid stress, relax	3%	16%	16%
No need to park/look for parking	3%	13%	5%
Receive financial benefit for mode use	0%	10%	0%
Get exercise	0%	5%	78%
Less wear and tear on car	7%	4%	2%
Flexibility/control/always available	6%	4%	8%
Arrive at work on time	4%	4%	6%
No need for a car	1%	3%	1%



(Shaded percentages indicate statistically higher values for benefits)

# Bike to Work National Background

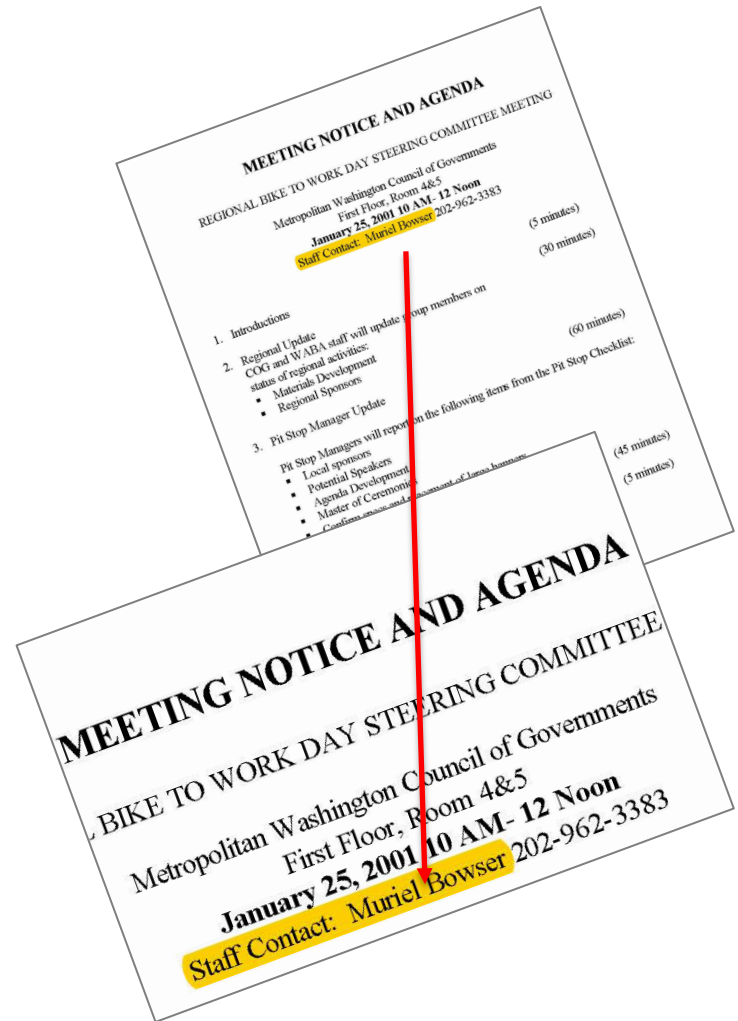
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- National Bike Month (May) established 1956, by League of American Bicyclists.
- A month to showcase benefits of bicycling and encourage people to give bicycling a try.
- Bike to Work Week w/o May 12, 2025.
- Bike to Work Day THURSDAY May 15, 2025.



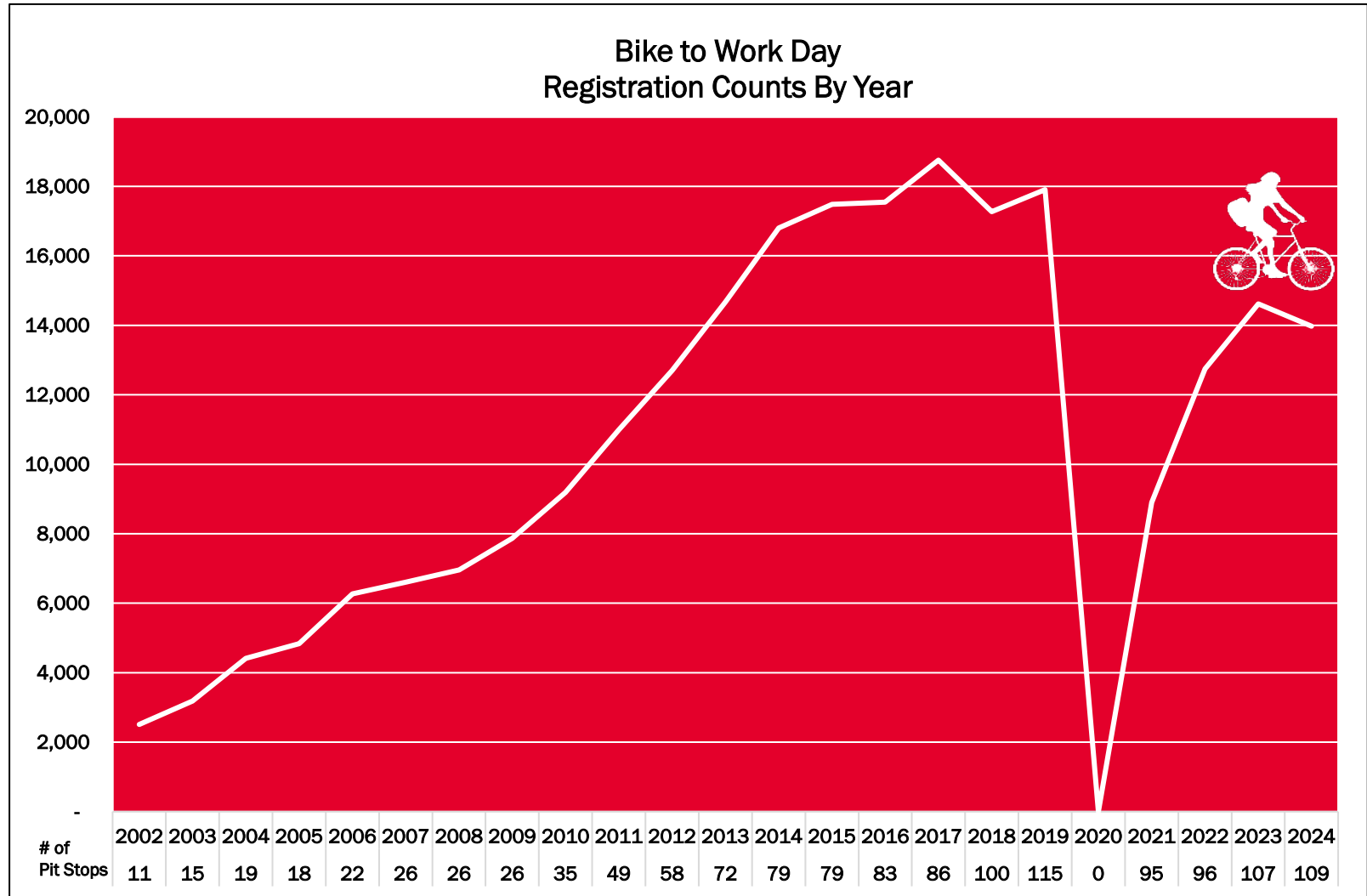
# Bike to Work Day Regional Background

- 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](http://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**

**PIT STOPS:**  
 Crystal City  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

**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](http://www.waba.org) or call (202) 628-2500.

**PIT STOPS:**  
 Crystal City  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

**SOMETIMES 2 WHEELS ARE BETTER THAN 4**

**FRIDAY MAY 7th**

**Bike to Work Day 2004**

**FUN, FOOD AND PRIZES!**  
 PRE-REGISTER BY APRIL 28th  
 For a FREE T-shirt and a chance to win one of several prizes. Register by April 28th.

CALL (202) 628-2500 or LOG ON TO [www.waba.org](http://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.  
 • Alexandria  
 • Arlington  
 • Bethesda  
 • Bowie  
 • College Park  
 • Crystal City  
 • District of Columbia  
 • Fairfax  
 • Gaithersburg  
 • Herndon  
 • Loudoun  
 • Northern Virginia  
 • Potomac  
 • Silver Spring  
 • Tysons  
 • Virginia  
 • Washington, D.C.

**SPONSORS:**  
 Crystal City  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

**BIKE TO WORK DAY 2005**

**FRIDAY MAY 20**

**PIT STOPS:**  
 ALEXANDRIA • ARLINGTON • BETHESDA • BOWIE • COLLEGE PARK • DISTRICT OF COLUMBIA • FAIRFAX • FARMASIA • LEE'SBURG • NORTH BETHESDA • RESTON • ROCKVILLE • SILVER SPRING • STERLING • VIENNA

Pick up your free T-shirt, complimentary snack, free gloves 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](http://www.waba.org) or (202) 628-2500

**SPONSORS:**  
 Commuter Connections  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

**FRIDAY MAY 19**

**Bike to Work Day 2006**

**Fun, Food and Prizes!**  
 PRE-REGISTER BY MAY 12

**PIT STOPS:**  
 ALEXANDRIA  
 ARLINGTON  
 BETHESDA  
 BOWIE  
 COLLEGE PARK  
 DISTRICT OF COLUMBIA  
 FAIRFAX  
 FARMASIA  
 LA PLATA  
 LEE'SBURG  
 NORTH BETHESDA  
 RESTON  
 ROCKVILLE  
 SILVER SPRING  
 STERLING  
 VIENNA

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](http://www.waba.org) or 202-518-0524

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

Visit [www.waba.org](http://www.waba.org) for specific pit stop locations and times.

**SPONSORS:**  
 Commuter Connections  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

**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  
 Bethesda  
 Bowie  
 College Park  
 District of Columbia  
 Fairfax  
 Farmassia  
 Herndon  
 Loudoun  
 Northern Virginia  
 Potomac  
 Silver Spring  
 Tysons  
 Virginia  
 Washington, D.C.

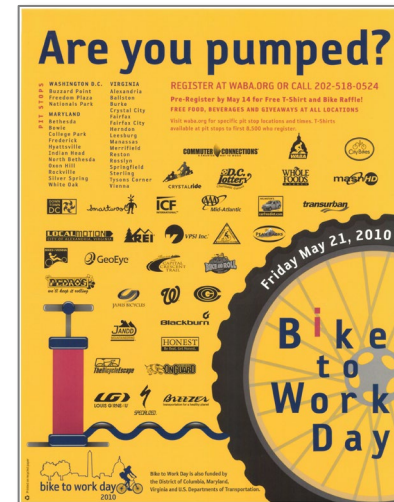
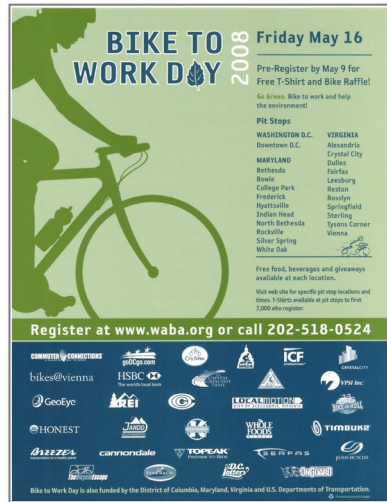
Free food, beverages and giveaways available at each location.

Visit [www.waba.org](http://www.waba.org) for specific pit stop locations and times.  
 T-shirt available and more to be won at the register.

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

**SPONSORS:**  
 Commuter Connections  
 SDC Lottery  
 popco  
 Fresh Pasta  
 Commuter Connections

# BTWD Posters From the Past

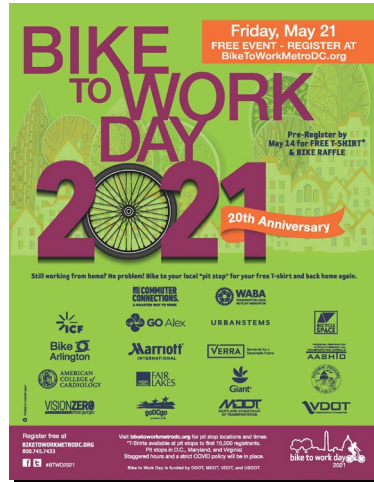




# BTWD Posters From the Past



# 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
- Employer challenge
- 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

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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

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- 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.





# Employer Challenge



# BTWD Rain Policy

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- 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.

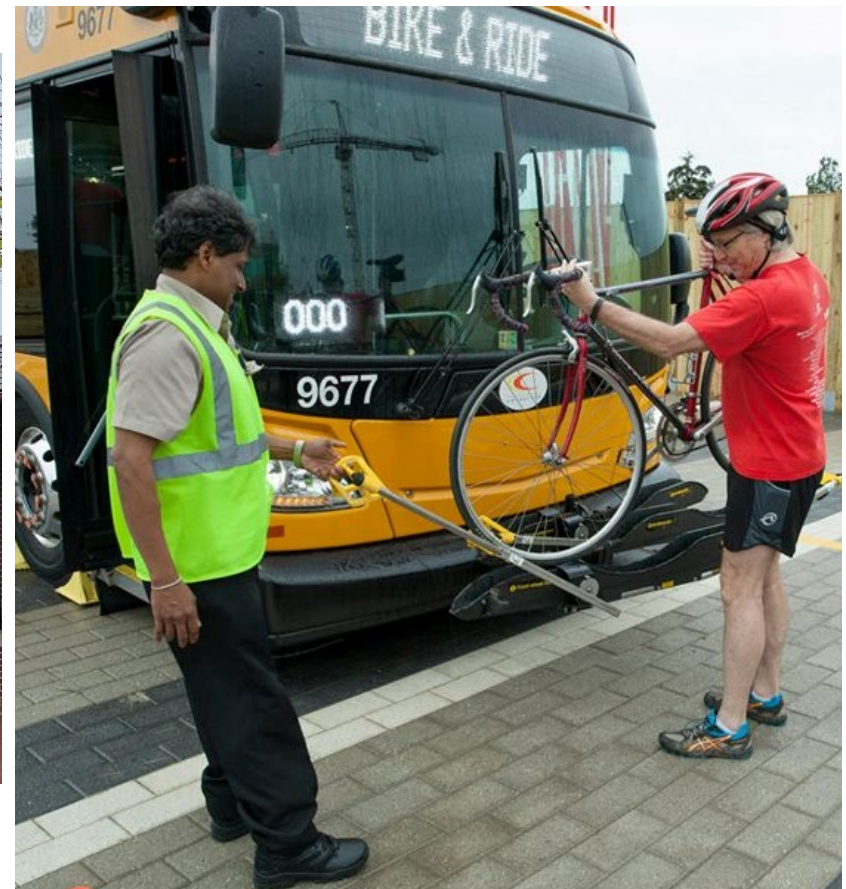


# Bicycle Police





# Bikes and Transit



# Promoting Your Pit Stop

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## 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.

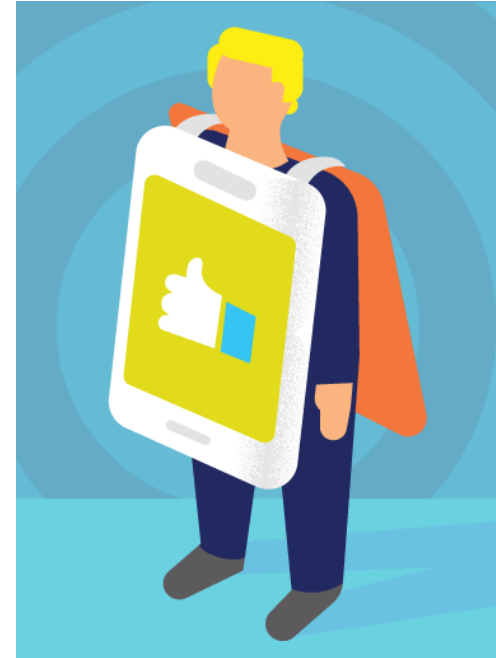


# Promoting Your BTWD Pit Stop

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Distributing materials electronically

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





# BTWD Flyers and Rack Cards



Rack Card  
Front

Rack Card  
Back

# Banners

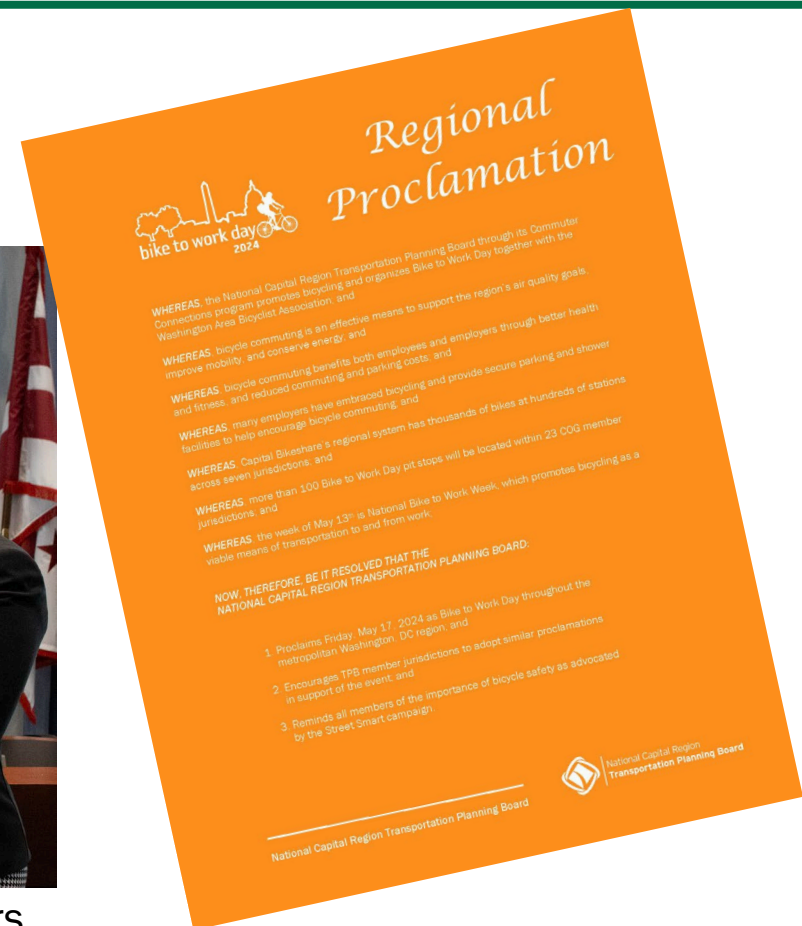




# Regional Proclamation



L to R - TPB and Bike to Work Day Committee Chairs



# Local Proclamations

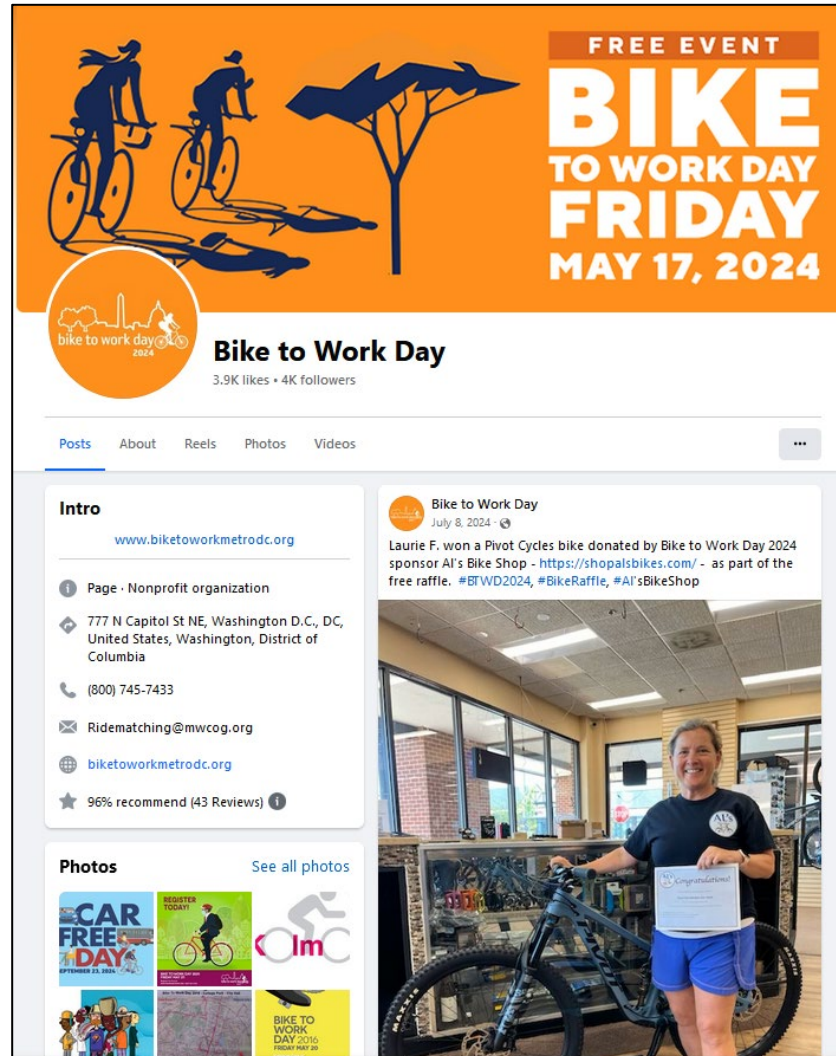


# Social Media



@BikeToWorkDay

#BTWD2025





# Social Media

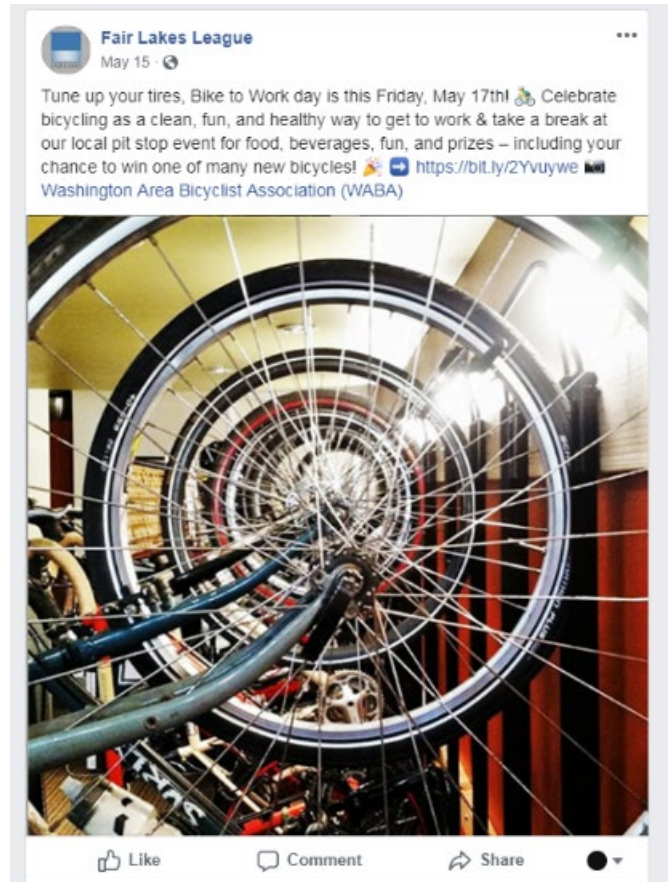
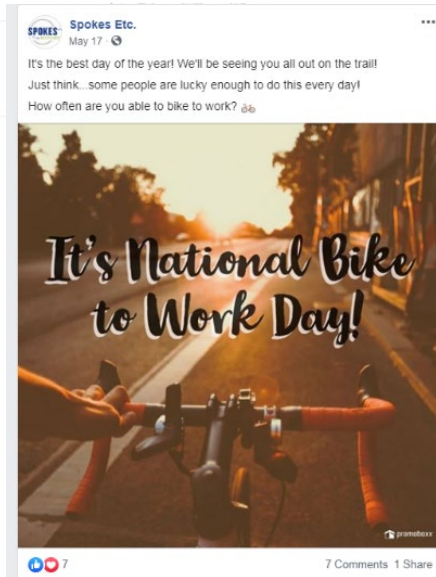


Bike to Work Day 2019  
76 views



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

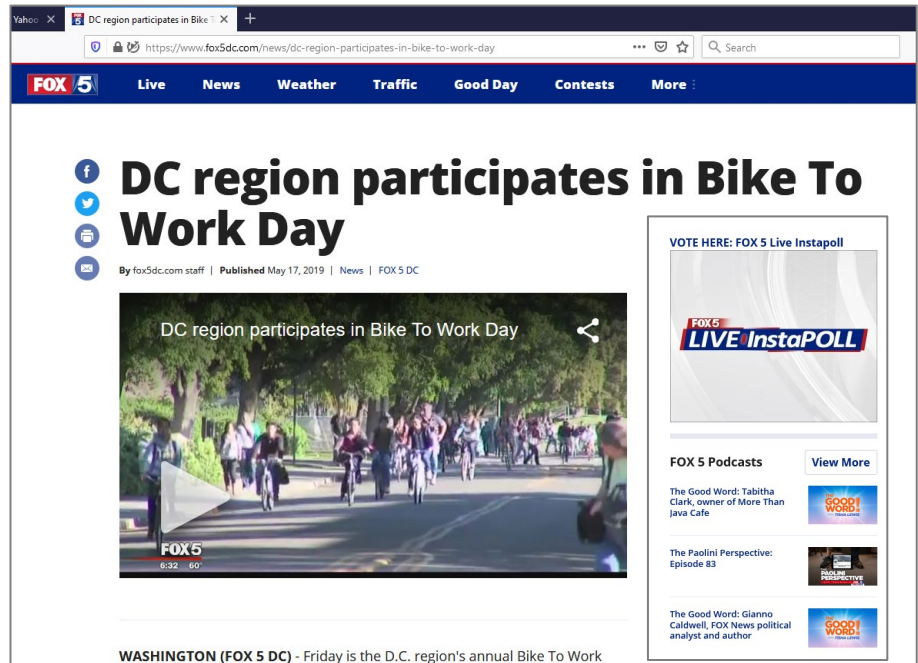


# Elected Officials





# The Press



# Food and Beverage





# SWAG and Bike Literature



# Raffle Drawings & Prizes



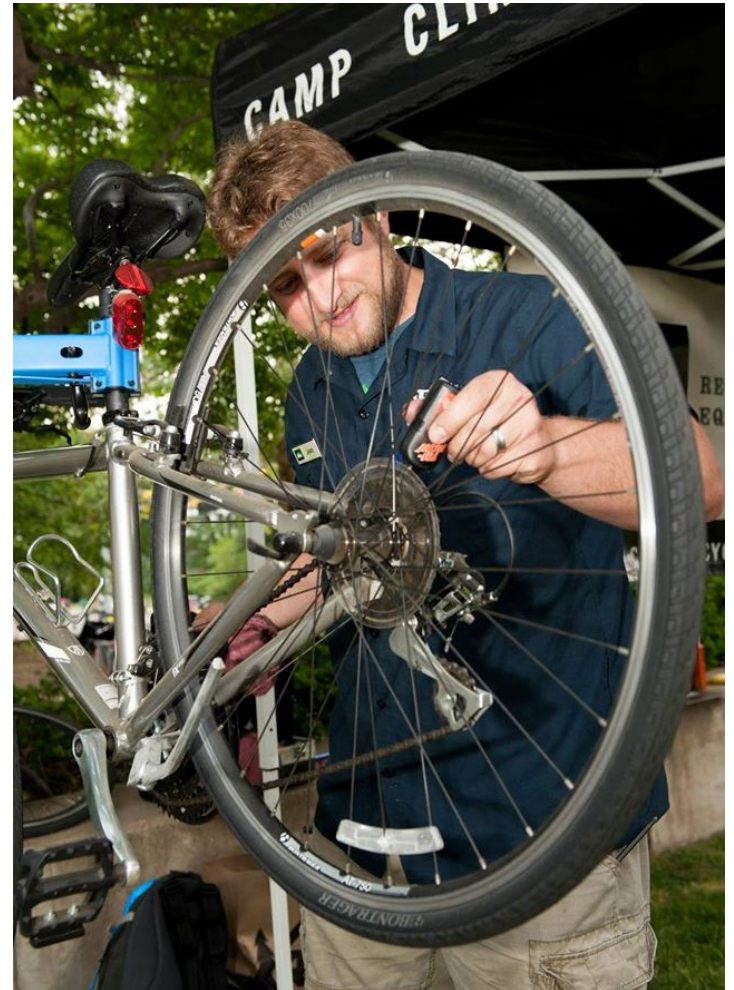


# Raffle Drawings & Prizes





# Bike Techs





# Sponsor Recognition



# Pit Stop Web Page

Pit Stop NoMa at Wunder Garten

https://www.biketoworkmetrodc.org/pit-stop-noma-at-wunder-garten

bike to work day

Employer Resources Event Info First Time Rider Info Event Sponsors Register

Search

## Wunder Garten

**LOCATION**

1101 First St NE, Washington, DC 20002

Wunder Garten (corner of First & L Streets, NE)

*Just a block from the Met Branch Trail.*

**CONTACT US**

Delonte' Kitt

[dkitt@NoMaBID.org](mailto:dkitt@NoMaBID.org)

(202) 841-5683

**HOURS**

8:00 am to 10:00 am

# Sponsorship Regional

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



## Bike to Work Day - May 2025 Regional Sponsorship Declaration

Deadline - January 31, 2025

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 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: Douglas Franklin. Send this form and logo to [dfranklin@mwco.org](mailto:dfranklin@mwco.org) in high resolution format for quality reproduction, no later than January 31, 2025. Contact Douglas at (202) 962-3792 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 get 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.



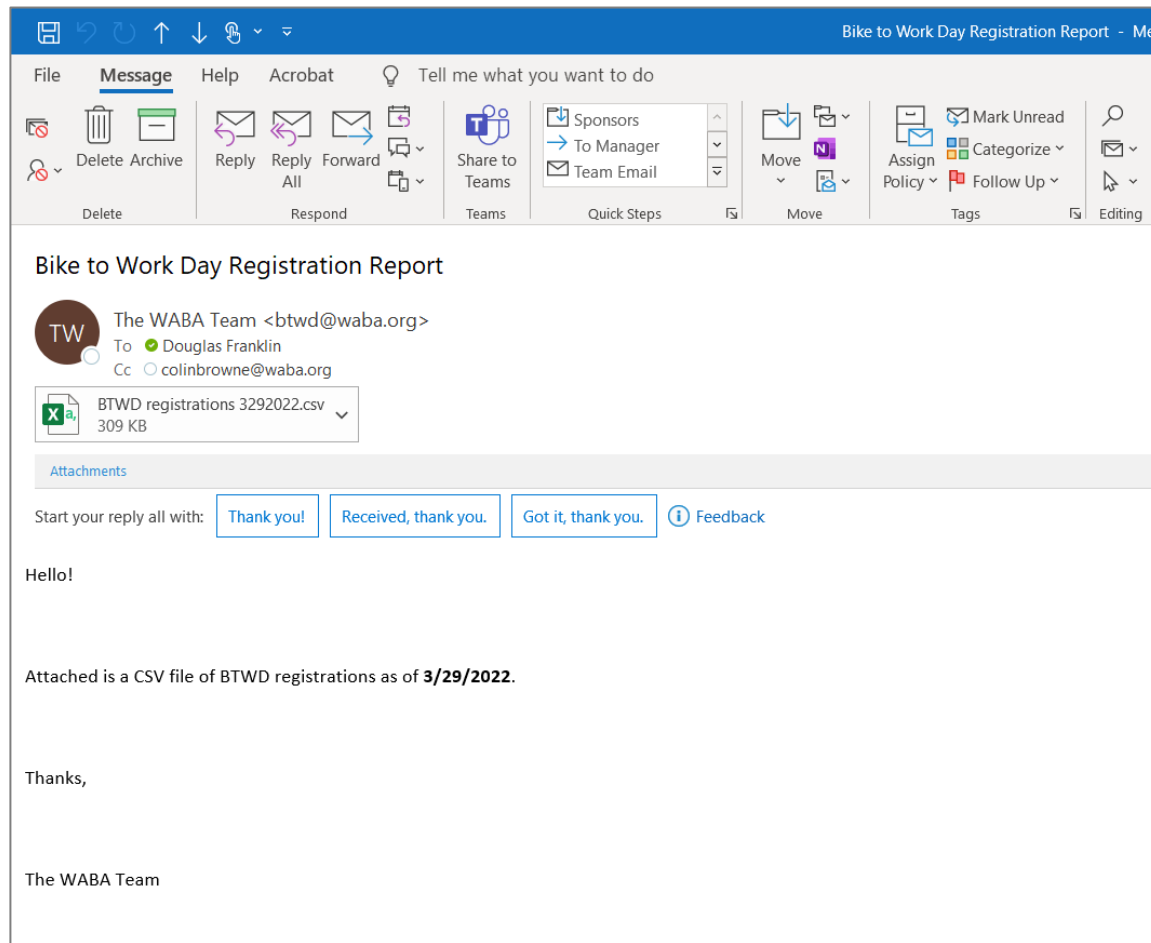
# T-shirt Distribution (con't)

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- 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

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



# Community Engagement

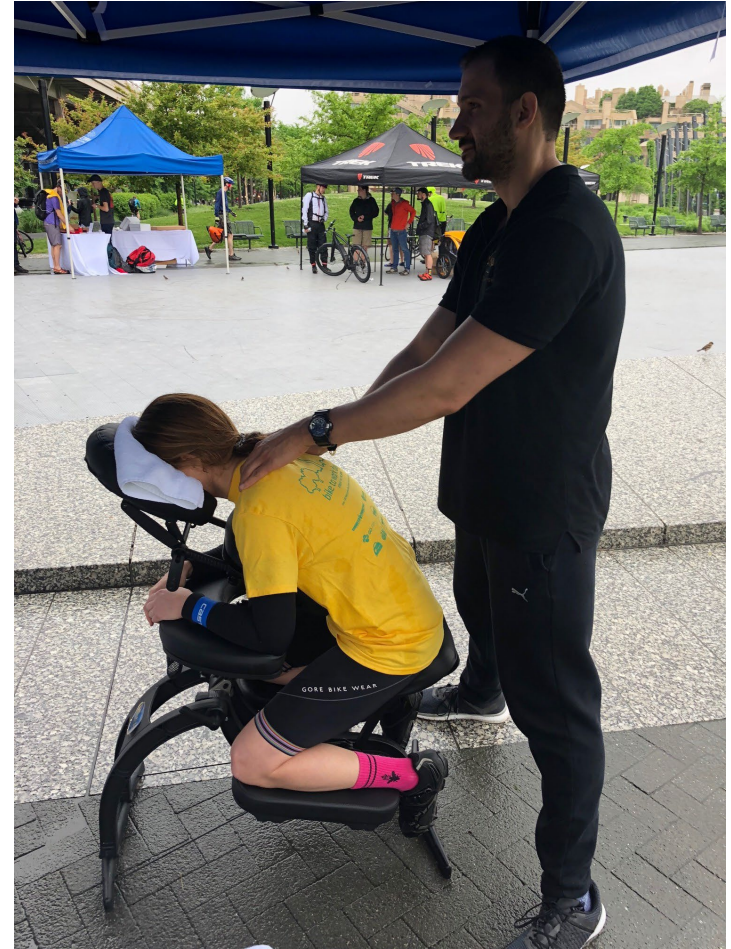


# Entertainment





# Be Creative



# Vendors





# HAVE FUN!

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# Thank You

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# Veteran Pit Stop Managers Best Practices

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- **Judy Galen**, Loudoun County Transit and Commuter Services
- **Ryen Washington**, District of Columbia, Anacostia Business Improvement District
- **Maddy Cirineo**, University of Maryland

# Q & A



## Douglas Franklin

Senior Marketing Manager

(202) 962-3792

dfranklin@mwkog.org

**commuterconnections.org**

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Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002