



2017 Bike to Work Day Pit Stop Application Instructions and Evaluation Criteria

Application information

Please complete the [pit stop application form](#) on the iCommute website, which includes background information about Bike to Work Day pit stops. Organizations that want to host multiple pit stops should submit one application per pit stop. Pit stop applications will be accepted from **Monday, March 1 through Friday, March 31, 2017**. An evaluation panel will review all applications and applicants will be notified of the panel's decision **no later than April 14**.

Applicants are asked to identify their desired pit stop location, describe what their pit stop will offer to participants, and discuss their experience or capacity to host the pit stop.

Applications will be evaluated based on the following criteria

- **Proposed pit stop location and projected attendance or reach (30 points)**
 - In order to offer pit stop locations throughout the region to reach the most participants, location and projected reach (or number of visits to your pit stop during the official hours from 6 to 9 a.m.) will be evaluated.
 - **Previous pit stop hosts:** Please estimate attendance based on your pit stop counts from previous years. iCommute also will review previous pit stop data.
 - **First-time applicants:** iCommute will review previous pit stop data to estimate projected reach for your requested location. This information is available to applicants [upon request](#).
- **Organization's ability to create a fun, positive, and engaging atmosphere (30 points)**
 - Include a thorough description of what your pit stop would offer to Bike to Work Day pit stop visitors, if selected. Your description should include any proposed themes, displays, music or entertainment, food and refreshments, giveaways, activities, services, promotions, or contests.
- **Organization's experience and capacity to host a pit stop (30 points)**
 - Describe who will organize the pit stop and the number of staff/volunteers available to work the pit stop. Please list and describe any partner organizations that plan to co-host or exhibit at your pit stop. You may include any plans to offer additional pit stop hours other than the required 6 to 9 a.m. timeframe, however additional hours will not earn any extra points.
 - **Previous pit stop hosts:** iCommute will review any praise or complaints regarding your pit stop in previous years. No-shows, or those who closed early or opened late, will receive fewer points.
- **Quality, relevance, and feasibility of the application (10 points)**
- **Bonus points: iCommute Diamond Awards employer (5 points)**
 - [iCommute Diamond Awards employers](#) are recognized for making strides to promote alternative commute choices in the workplace. Diamond Award employers will receive five bonus points.

In order to ensure event participation for populations throughout San Diego County, iCommute reserves the right to grant pit stops based on geographic necessity alone if no applications are received for a certain area. iCommute also reserves the right to suggest combining pit stops if successful applicants propose pit stops within ½ mile of each other. iCommute annual partners and Bike to Work Day event supporters may be guaranteed a pit stop without participating in the application process. iCommute will keep a wait list with the next highest-scoring applicants, and will award pit stops in that order if selected pit stop applicants are unable to fulfill their requirements.

Pit Stop coordinator requirements

In the application, you will be asked to agree to the following responsibilities if selected as a pit stop host.

Pit Stop Coordinator:

- Must attend the pit stop host webinar on May 2 (or make other arrangements to watch the recording)
- Must pick up pit stop materials on designated date/time
- Must open pit stop by 6 a.m. and stay open until 9 a.m.
- Must provide refreshments (water at a minimum)
- Must set up in a safe, visible, accessible location
- Must display all provided signage and materials
- Must confirm pit stop location for interactive map within ten days of application approval
- Must have a friendly, positive, encouraging attitude
- Must submit a count of all pit stop visits by noon on Bike to Work Day