Bike to Work Day

Everything You Ever (or Possibly Never) Wanted to Know about IT

To: BPAG on July 18, 2018
B2WD Through the Ages

• Created by League of American Bicyclists in 1956
• Promote the bicycle as a means of commuting
• Third Friday of May, which is National Bike Month
• “Started slowly, then tapered off.”
B2WD Adoption

- Davis, CA  1967?
- Boulder, CO  1974
- Austin, TX  1970s
- Portland, OR  1990
- San Francisco, CA  1994
- Baltimore, MD  1997
- San Diego, CA  1998
Greater Baltimore B2WD

- Inner Harbor 1998
- Annapolis 2000
- Bel Air 2001
- Towson 2003
- Columbia 2003
- Westminster 2007
Expansion/Explosion!

- More events in every jurisdiction
- Greater media interest
- Year-round project
- Better organization
B2WD Mission Statement

• Bike to Work Central Maryland is a regional initiative design to:
  • Host and support an annual Bike to Work Day event to encourage bicycle commuting.
  • Promote the use of bicycles as an everyday, viable, and safe mode of transportation.
  • Foster responsible cycling practices.
  • Educate and encourage bicyclists, motorists, and pedestrians to interact safely and cooperatively with one another.

  And...
Mission Statement Continued

• Recognize and help remove obstacles to cycling.
• Celebrate existing bicycle commuters and programs.
• Ensure that cycling remains a fun, healthy, and sustainable activity in the Baltimore region.
BMC B2WD “UMBRELLA”

- Resources & Continuity
- Media Leverage
- 501 C3 Status
- Sponsorships
Local Organization

- Rideshare
- Bike-Pedestrian
- Volunteers
- Local Arrangements
- Local Sponsors
Locals Run Their Programs as They See Fit

- Harford County: 4 Events on 4 Days
- Carroll County: Noontime
- And Howard County?
Other Touches

• Bike *From* Work
• After-parties
Pit Stops
What Happens at a Pit Stop Doesn’t Stay at the Pit Stop
Prizes
And More Prizes
Still More Prizes
Severe Weather

- B2WD is rain or shine; however:
- 2015 1\textsuperscript{st} severe weather event
- Written policy
- Not a rain-date
- Unadvertised
B2WD 2018

• RECAP (It’s What You’ve Been Waiting For)
Registration

2017: 2268

2018: 1828
Why?

• Weather
  o Cool & wet spring

• New registration
  o Cleaner numbers
  o Fewer multiple registrations

• Have we reached a plateau?
Sponsorships

- $23,000
- A new record
- Outstanding effort by coordinators
Thank you sponsors

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BALTIMORE METROPOLITAN COUNCIL

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JOE'S BIKE SHOP

GOLD
HOWARD COMMUTER SOLUTIONS

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MedStar Health

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B2WD 2018 Images
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Future of B2WD

- Questions:
  - Stand-alone 501C3?
  - Consultant?
  - Queen Anne’s County?
  - Baltimore City too Downtown centric?
We Want You!
B2WD 2019 Kickoff

- Wednesday, August 15, 2018
  1-3 PM at BMC
- Your chance to be one of the cool kids!
Thank You!
For More Information

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