



Presentation to BPAG

July 21, 2021



AGENDA

- **Previous Event Summaries**
 - 2020 - Bike to Work Week and Cycle September
 - 2021 - Bike to Work Week and Bike Month
- **Vision and Goals**
- **Future Efforts**
 - 2021 - Ongoing Promotion of Love to Ride Central MD
 - 2021 - Cycle September
 - 2022 - 25th Annual Bike to Work
- **Next Steps**

2020 EVENTS

BIKE TO WORK WEEK 2020 *(September 21 – 27)*

- 825 registrants
- First regional bike event during COVID-19
- First weeklong Bike to Work
- First Bike to Work with pickup locations instead of pit stops



CYCLE SEPTEMBER 2020 *(September 1 – 30)*

340 individuals and
40 workplaces participated

Evaluation Report

- Tracked behavior change
- Summary and full report will be sent to BPAG members

Highlights

- 35% increased physical activity six months after
- 20% of new riders now ride more often
- 17% of occasional riders regularly ride six months

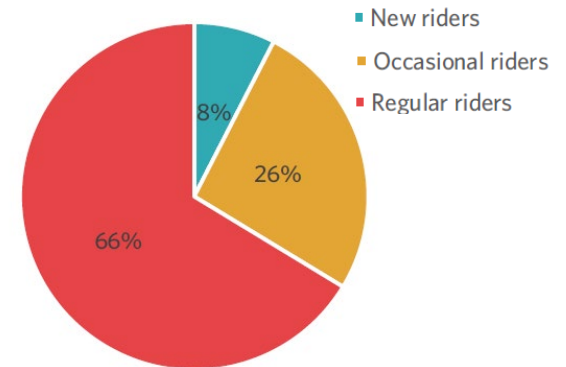


Image 1: Love to Ride Central MD registered companies



2021 EVENTS

THANK YOU TO OUR SPONSORS

Thank you to our generous sponsors who support
Bike to Work Week and the Love to Ride Central MD challenges!

TITANIUM	 BALTIMORE METROPOLITAN COUNCIL	 RIDE Share CARPOOL/VANPOOL MATCHING SERVICE Serving Baltimore and Carroll Counties	 Commuter Crew	 dot DEPARTMENT OF TRANSPORTATION BALTIMORE CITY
PLATINUM	 go HOWARD	 Link HARFORD COUNTY BARRY GLASSMAN, COUNTY EXECUTIVE	 CLEAN AIR PARTNERS DC-MD-VA	 DTA PARTNERSHIP
GOLD	 RTA REGIONAL TRANSPORTATION AGENCY CENTRAL MARYLAND	 Race Pace BICYCLES est. 1978	 HARFORD COMMUTE SMART TRANSPORTATION OPTIONS & COMMUTER INFORMATION	
SILVER	 MDOT MARYLAND DEPARTMENT OF TRANSPORTATION	 RK&K Engineers Construction Managers Planners Scientists	 Harford County Public Library HCPLonline.org	 JOE'S BIKE SHOP BALTIMORE

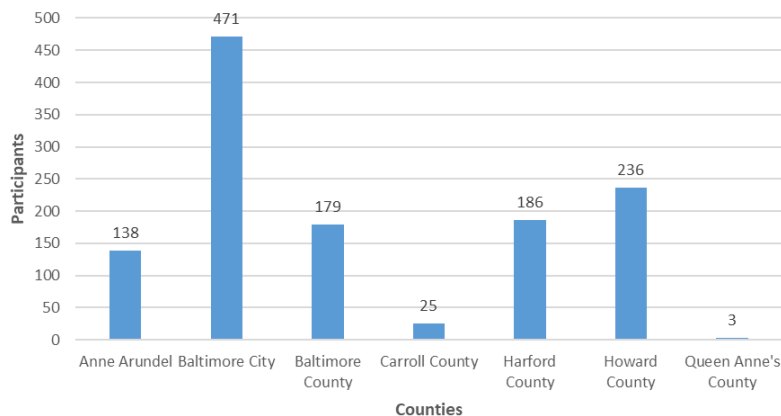
BIKE TO WORK WEEK 2021 *(May 17 – 23)*

- 1,200 registrants
- 24 pick up locations at bike shops
- 15 sponsors
- Incentive prizes

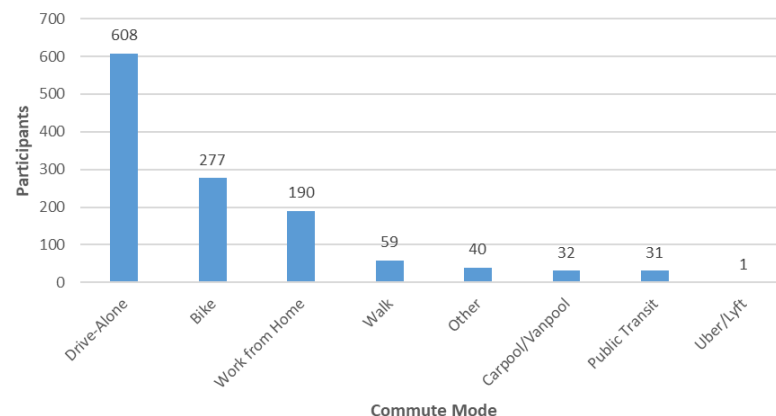


BIKE TO WORK WEEK 2021

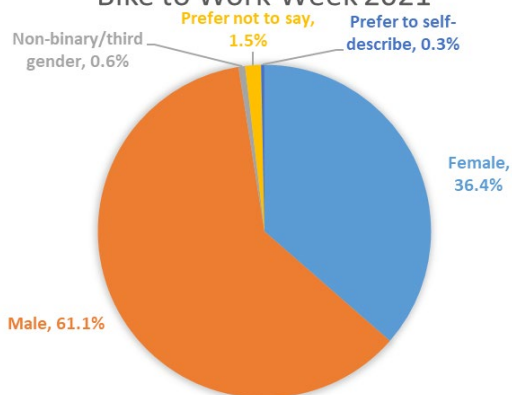
Registrations by County
Bike to Work Week 2021



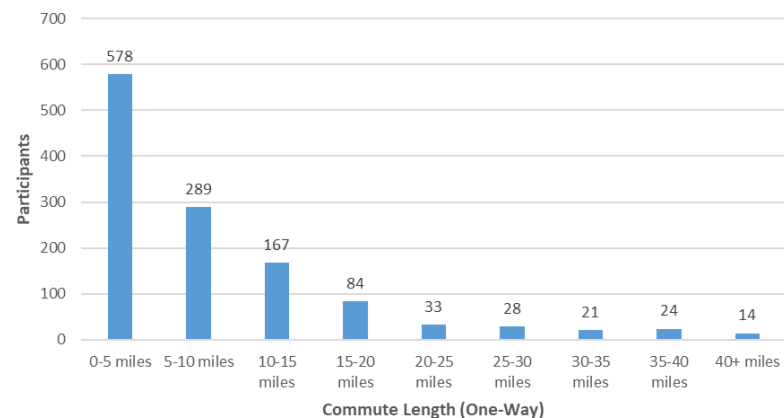
Most Frequent Commute Mode
Bike to Work Week 2021



Participant Gender
Bike to Work Week 2021



Length of Commute
Bike to Work Week 2021



BIKE MONTH CHALLENGE 2021 *(May 1 – 31)*

BIKE MONTH CHALLENGE - 2021 CENTRAL MD



CENTRAL MD ALL TIME STATS



REGIONAL BIKE EVENTS

- **Vision**
 - Increase active transportation trips in the region
 - Decrease emissions in the region
- **Goals**
 - Increase the number of new and occasional riders participating in events
 - Increase the frequency of transportation trips by event participants
 - Promote the visibility of biking in the region

PROMOTION OF LTR CENTRAL MD

- **Goal**
 - Increase registration for Love to Ride Central MD outside challenges
- **BMC monthly newsletters**
- **Social media posts**
- **Registration poster and information card**



FORMAT

- **Incentive prizes to encourage participation**
 - Early registration incentive
 - Participation incentives
- **Encourage local jurisdictions to host safe route bike rides and other small events**
 - **Bike Month Safe Route Group Rides – San Jose**
 - Family friendly and safe guided rides to highlight green bike lane and recently completed section of bike path
 - **Bike to Work Week Group Rides – Baltimore City**
 - Group bike rides on roadways where bike facilities are planned so “people can test of the before conditions and submit design consideration for the future bike facilities”

FORMAT

Safe Route Group Rides

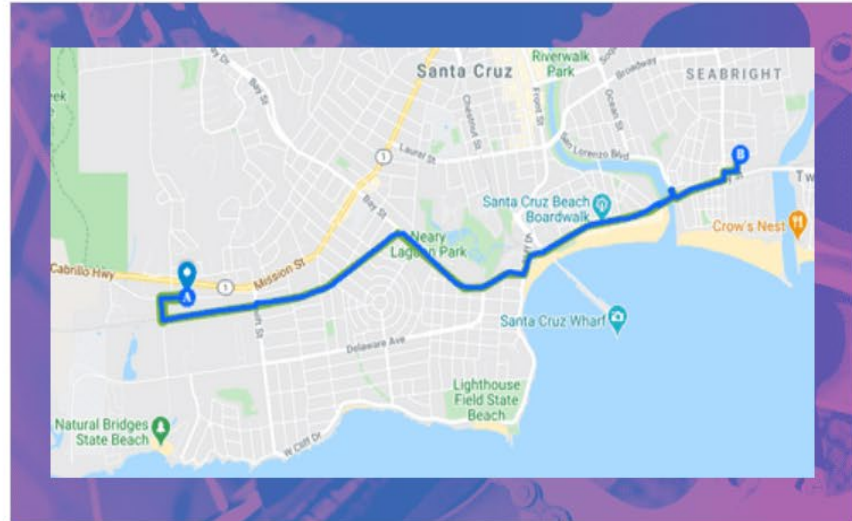
WESTSIDE | Saturday, May 1st

Westside to Midtown : 9:00 am & 11:30 am

Alta Coffee to Verve Coffee Roasters [Route Map](#)

This route is approximately 3.6 miles in length, with minimal elevation gain.

The deets: Meet at Alta on the Westside and we will use the new Westside Rail Trail, bike lanes on Bay St, the protected two-way cycle track by the Boardwalk, and the improved bike crossing over the San Lorenzo River.

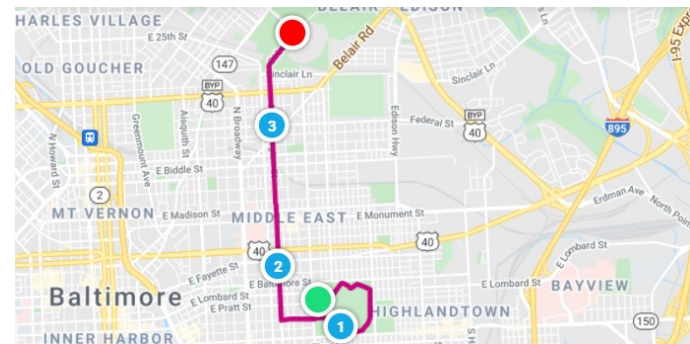


Future Bike Facilities Group Rides

BIKE RIDE **BALTIMORE, MD, UNITED STATES** **3.67 MI** **213 FT**

BIKE TO WORK WEEK 2 - PATTERSON TO CLIFTON

- 1** Join us for Bike to Work Week by testing out future bikeways! Note, this route includes on-street riding on roads which do not YET have bicycle facilities, so prior road riding experience is recommended. On this route, DOT is planning a future two way bike lane on the west side of Washington St and through Clifton Park on St Lo Drive. Please email DOT with feedback and post about your ride using #B2WW2021



OUTREACH STRATEGY

- **BMC and jurisdiction communications strategy**
 - Goal: increase social media posts, press releases, and statements by community leaders
- **BMC social media communications plan**
 - Example social media posts
 - Digital event banners and images
 - Event poster
- **BMC press releases**
- **Weekly BMC newsletter**
- **Webinars with key partners**
 - Goal: increase knowledge of and comfort with LTR platform
- **Calls to LTR workplace/individual registrants**

NEXT STEPS

- July/August | Love to Ride Central MD Webinars
- September | Cycle September
- September | Report to Sponsors on Bike Events
- October | Solicit Sponsorships for 2022 Bike Events
- October | Walktober