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
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
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!

<table>
<thead>
<tr>
<th>TITANIUM</th>
<th>[Images of sponsors]</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>[Images of sponsors]</td>
</tr>
<tr>
<td>GOLD</td>
<td>[Images of sponsors]</td>
</tr>
<tr>
<td>SILVER</td>
<td>[Images of sponsors]</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>County</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne Arundel</td>
<td>138</td>
</tr>
<tr>
<td>Baltimore City</td>
<td>471</td>
</tr>
<tr>
<td>Baltimore County</td>
<td>179</td>
</tr>
<tr>
<td>Carroll County</td>
<td>25</td>
</tr>
<tr>
<td>Harford County</td>
<td>186</td>
</tr>
<tr>
<td>Howard County</td>
<td>236</td>
</tr>
<tr>
<td>Queen Anne's County</td>
<td>3</td>
</tr>
</tbody>
</table>

Most Frequent Commute Mode
Bike to Work Week 2021

<table>
<thead>
<tr>
<th>Mode</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>608</td>
</tr>
<tr>
<td>Bike</td>
<td>277</td>
</tr>
<tr>
<td>Work from Home</td>
<td>190</td>
</tr>
<tr>
<td>Walk</td>
<td>59</td>
</tr>
<tr>
<td>Other</td>
<td>40</td>
</tr>
<tr>
<td>Carpool/Transit</td>
<td>32</td>
</tr>
<tr>
<td>Public Transit</td>
<td>31</td>
</tr>
<tr>
<td>Uber/Lyft</td>
<td>1</td>
</tr>
</tbody>
</table>

Participant Gender
Bike to Work Week 2021

- Male, 61.1%
- Female, 36.4%
- Prefer not to say, 1.5%
- Prefer to self-describe, 0.3%
- Non-binary/third gender, 0.6%

Length of Commute
Bike to Work Week 2021

<table>
<thead>
<tr>
<th>Commute Length (One-Way)</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 miles</td>
<td>578</td>
</tr>
<tr>
<td>5-10 miles</td>
<td>289</td>
</tr>
<tr>
<td>10-15 miles</td>
<td>167</td>
</tr>
<tr>
<td>15-20 miles</td>
<td>84</td>
</tr>
<tr>
<td>20-25 miles</td>
<td>33</td>
</tr>
<tr>
<td>25-30 miles</td>
<td>28</td>
</tr>
<tr>
<td>30-35 miles</td>
<td>21</td>
</tr>
<tr>
<td>35-40 miles</td>
<td>24</td>
</tr>
<tr>
<td>40+ miles</td>
<td>14</td>
</tr>
</tbody>
</table>
## BIKE MONTH CHALLENGE 2021 *(May 1 – 31)*

### BIKE MONTH CHALLENGE - 2021 CENTRAL MD
- **41** WORKPLACES
- **392** PARTICIPANTS
- **32** NEW RIDERS
- **62,979** MILES
- **4,090** TRIPS
- **3,967** LBS CO2

### CENTRAL MD ALL TIME STATS
- **96** WORKPLACES
- **998** PEOPLE
- **168** NEW RIDERS
- **776,052** MILES
- **47,490** RIDES
- **49,905** LBS CO2
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 TO WORK WEEK 2 - PATTERSON TO CLIFTON

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
  o Example social media posts
  o Digital event banners and images
  o 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