



Bike to Work Week 2023 Update

July 19, 2023





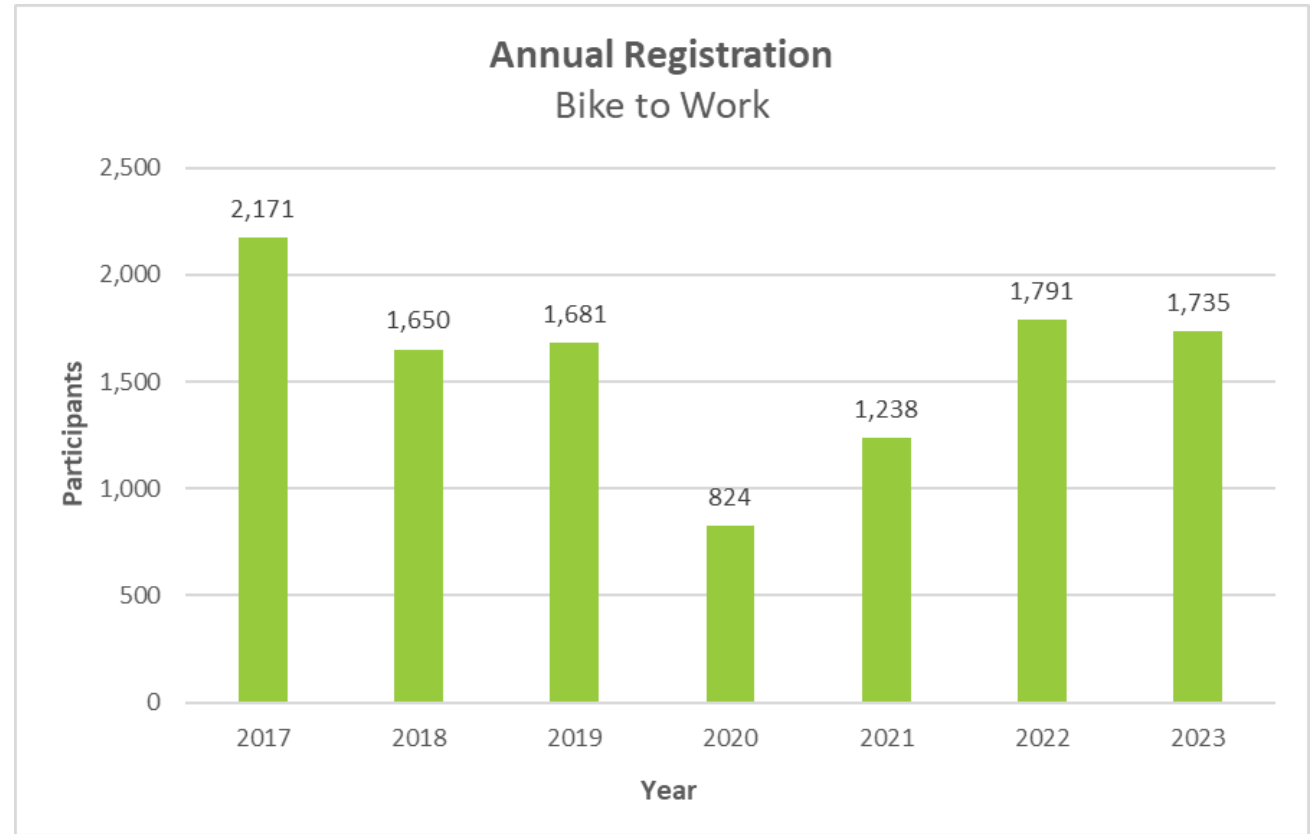
**BIKE-TO-WORK
WEEK**
MAY 15 - MAY 21

BikeToWorkMD.com

Registration

Anne Arundel County	226
Baltimore City	655
Baltimore County	268
Carroll County	53
Harford County	194
Howard County	332
Queen Anne's County	7

Total: 1,735



Event Summary

- 16 local events throughout the region (14 in 2022), including:
 - 8 in Baltimore City
 - 3 in Baltimore County
 - 2 in Harford County
 - 1 each in Anne Arundel, Carroll, and Howard Counties
- 27 pick-up locations throughout the region (25 in 2022), with at least one in every jurisdiction
- 14 event sponsors:
 - 4 Gold Level (\$5,000)
 - 5 Silver Level (\$2,500)
 - 5 Bronze Level (\$1,000)



Thank you to our sponsors

GOLD



BALTIMORE METROPOLITAN COUNCIL

SILVER



BRONZE



Robert G. Cassilly
Harford County Executive

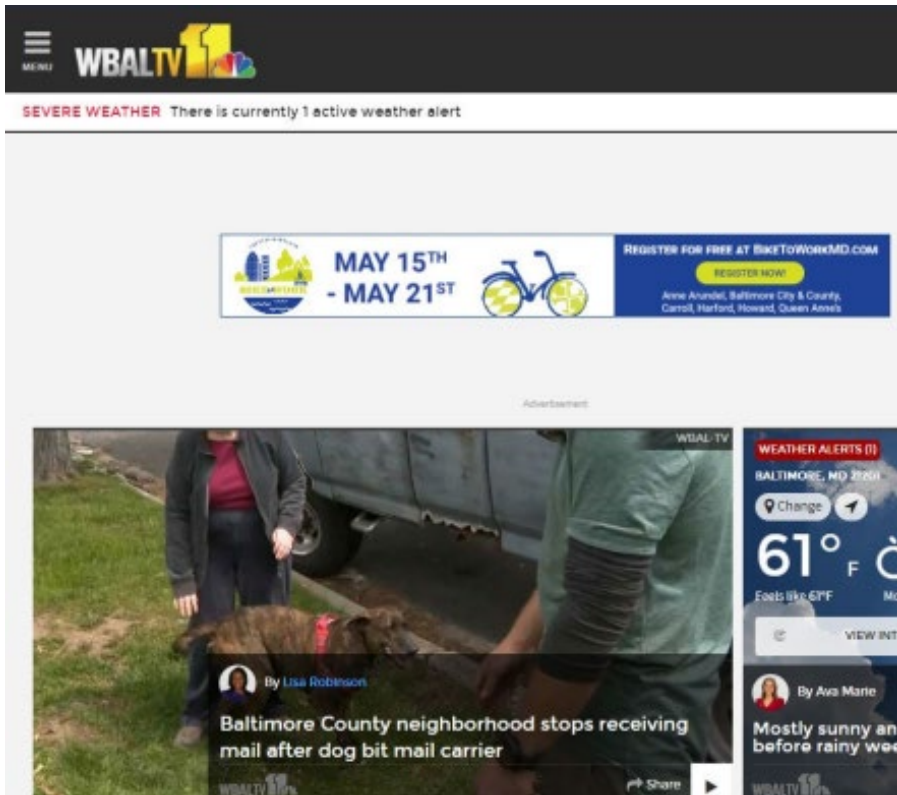


Harford County Public Library



WBAL-TV Partnership

- Ads on WBAL website and other websites
- Over 760,000 impressions resulting from advertising campaign



CINCINNATI — Do you feel me? Bling blinging? A dime piece?

If you're scratching your head, you're not alone. This is just some of the esoteric slang that kids used back in 2001.



Each generation has its own unique language, sometimes called "slanguage." These words are not in any official dictionary, but they each have their meaning. Parents for decades have often been left confused and bewildered by words coming out of their teens' mouths.

One of our reporters was stumped about their meanings herself. She enlisted the help of some "super hip" high school seniors to help decode the cryptic jargon.

Watch the video above to relive the "tight" slang of an earlier era.

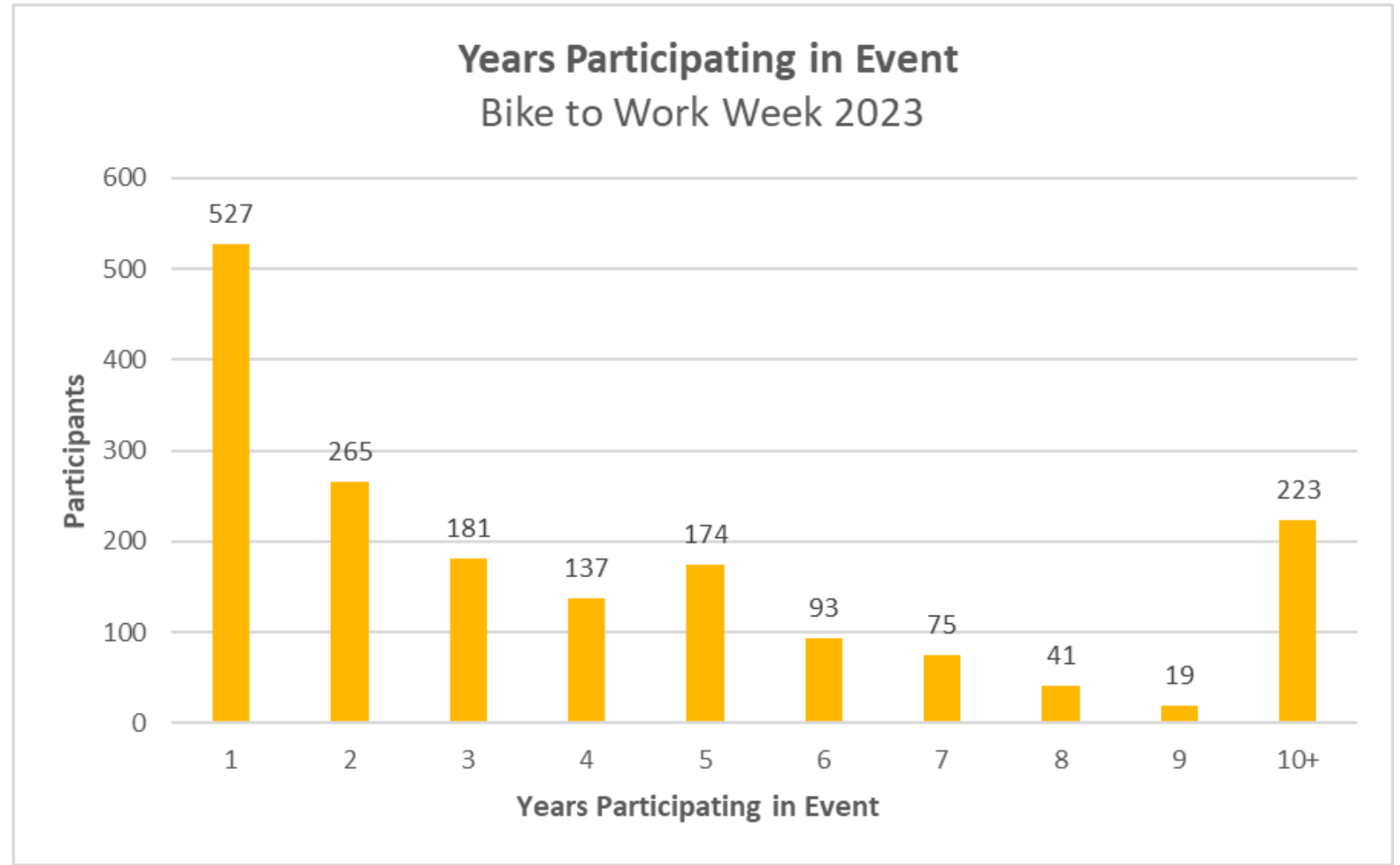
If the video left you wishing for a simpler time, here are some items to help bring you back to the turn of the millennium.

Surge T-shirt

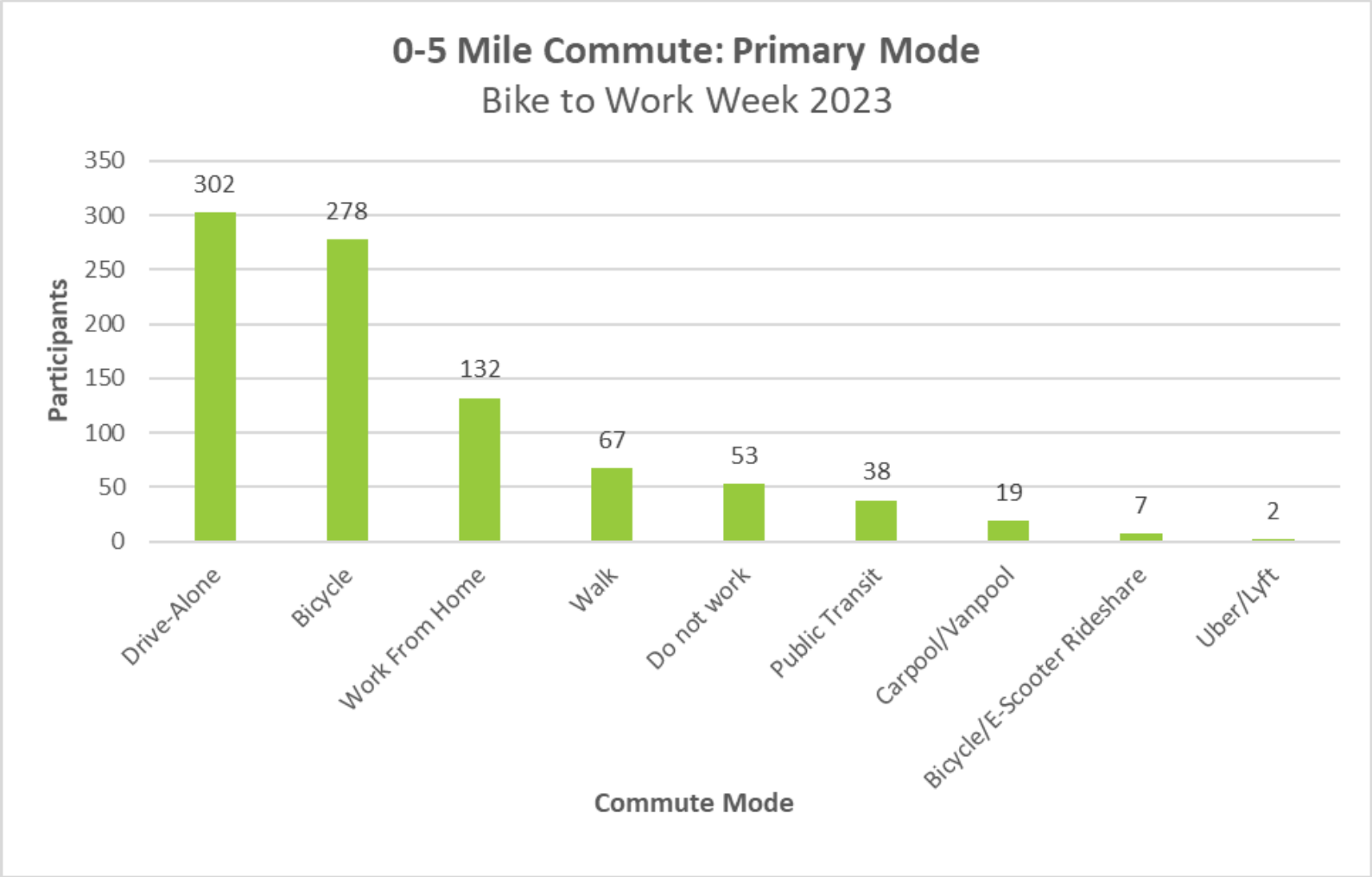


Number of Years Participated in Bike to Work

- 30% of 2023 registrants participated in the event for the first time



Commute Mode of Short Trips



Bike to Work Week Follow Up Survey

- 71% of respondents said they replaced at least one car trip with a bike ride during Bike to Work Week
- 96% of respondents took at least one bike ride during Bike to Work Week, with 8% taking 10 or more bike rides
- The most common barriers to biking to work among respondents were:
 - There aren't comfortable bike lanes or paths for me to bike to work on (109 responses)
 - I would feel unsafe biking to work because of aggressive drivers (106 responses)
 - Poor weather such as rain or snow (88 responses)

For More Information

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