



Love to Ride Central MD

Biking Encouragement and Motivation

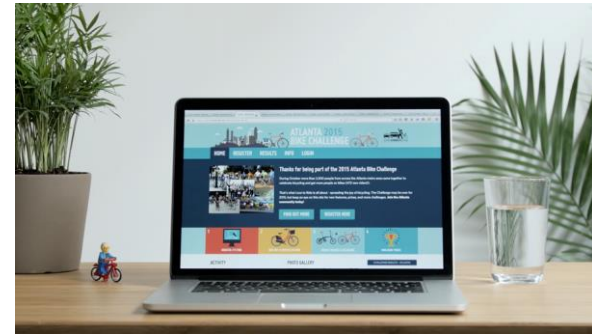
August 25, 2020



LOVE TO RIDE

The online platform that gets more people riding

- Based out of Bristol UK
- Global Community
 - 503,000 participants
 - 21,100 organizations
 - 200+ cities
 - 12 Countries
- Love to Ride US
 - 214,300 participants
 - 9,693 organizations
- BMC
 - Funded with Metro RideShare budget not utilized during COVID
 - License from June 20 – May 21
 - Programming through October - themes each month
 - Global events include Cycle September and Bike Month, Winter Wheelers



LOVE TO RIDE

Benefits of the Bike



Reduce stress
Improve mental wellness

Cut parking costs
Save money

Get to work while getting
a workout.
Cut emissions

Improve health —
2.4 fewer sick days

Be more alert
Increase productivity

Behavior Change



Help People Overcome Barriers

- Barriers prevent people from riding bikes or riding more frequently
- Messaging, information and advice from Love to Ride is personalized
 - New or pre-owned bikes and rental locations and advice
 - “Flat tire? Check out this video or bring it to one of these local bike shops”
 - Places to ride near you
- Central MD site provides riders with locally relevant information

Trail rides for a new cyclist

Central Maryland has no shortage of trails for recreational use. Check out these trails in your area. Please remember to follow social distancing and safety rules while visiting these popular spots!

Anne Arundel County

The BWI Hiker-Biker Trail

This 12.5-mile trail snakes around the entire airport, including Dixon Park, where you can enjoy some of the best aircraft watching in the area and a wonderful children's playground.

Baltimore and Annapolis (B&A) Trail

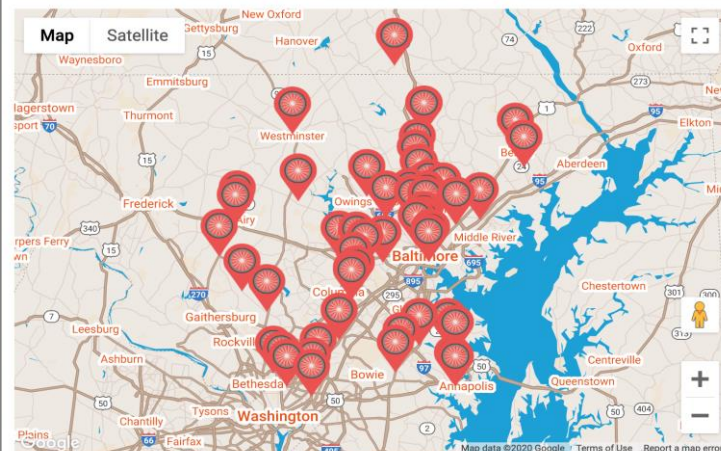
A nice trail for the whole family! This trail is part of the East Coast Greenway system. The trail is an 8-foot wide paved surface with a total length of 13 miles between Annapolis and Glen Burnie, MD. Once you reach the northern terminus, a short connector path will take you over to the BWI Trail.

[Check out more trails in Anne Arundel County!](#)



BIKE SHOPS — Central MD

(Change Location)



Love to Ride Profile

LOVE TO RIDE
CENTRAL MD



Cycle September

THE GLOBAL BIKE CHALLENGE

HOME

MY PROFILE

STORIES

PRIZES

RESULTS

INFO



Sheila Mahoney



[Settings](#)

RIDER PROFILE

Sheila Mahoney

Works at [Baltimore Metropolitan Council](#)

[Join a Group](#)

"I ride because it's a fun, healthy and environmentally friendly way to get around." [Edit reason](#)

Stats: **All Time** ▾



30
TRIPS



131
MILES



33
LBS CO₂ ?



4,846
CALORIES

My Badges



[See more](#)



ADD A RIDE



ADD A PHOTO



GOALS



INVITE FRIENDS



BADGES

I biked

2.8

miles ▾

08/23/2021

for

transport to or from other d

LOG MY RIDE ▶

[Click here to log rides automatically!](#)

Love to Ride Central MD Community

ACTIVITY



S Bailey biked 4.8 miles to get somewhere



TODAY

f SHARE COMMENT



Tyler Abbott biked 5.0 miles for fun/fitness



TODAY

f SHARE COMMENT



Stephanie Langford biked 16.7 miles for fun/fitness



TODAY

f SHARE COMMENT



Chris Tsien biked 1.4 miles for fun/fitness



TODAY

f SHARE COMMENT



Justin Shultz biked 15.9 miles for fun/fitness



TODAY

f SHARE COMMENT



Elizabeth Schultz biked 10.0 miles for fun/fitness



TODAY

f SHARE COMMENT



Jenny Kelley biked 18.2 miles for fun/fitness



TODAY

f SHARE COMMENT

PHOTO GALLERY



A ride to social distant outdoor yoga. Namaste.



REASONS WE RIDE

"I ride because It gets me fit and I enjoy the outdoors!"



Kathy R. from **Baltimore Metropolitan Council**

"I ride because You see things you never would notice from a car. Riding a bike makes you feel free."



Nancy C.

"I ride because it lets me explore the world."

CYCLE SEPTEMBER CENTRAL MD

September 1st - 30th

Starts in 9 days!

You're registered!

Your company is registered too! :-)

CENTRAL MD REGISTRATIONS 2020



19 ORGANIZATIONS



168 PEOPLE

CENTRAL MD ALL TIME STATS



36 ORGANIZATIONS



409 PEOPLE



78 NEW RIDERS



378,428 MILES



23,053 RIDES



27,884 LBS CO2

Cycle September Global (Workplace) Bike Challenge

Register on lovetoride.net/centralmd

Three ways to participate:

1. As an individual
2. As part of a club/group
3. On a workplace team

Ride anywhere, anytime, for just 10 minutes!

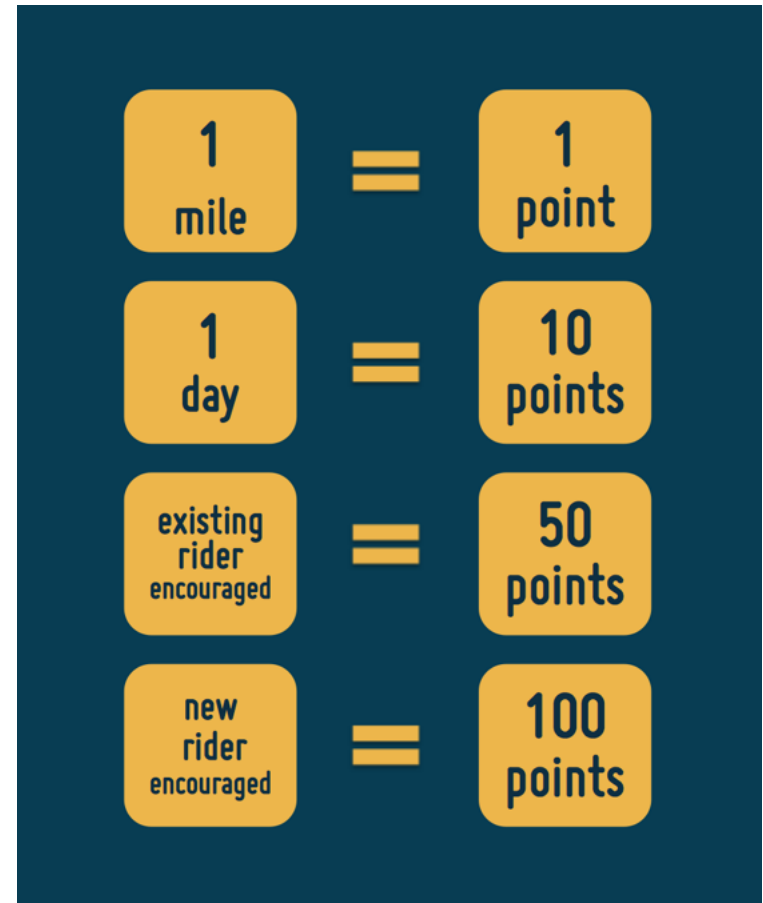
Connect with Strava, Endomondo, Map My Fitness

Cycle September Global Bike Challenge

Anyone who lives or works in the region can participate under BMC's license

Logging rides automatically enters riders into drawings for national and local prizes

Riders earn points for riding *and* encouraging others to ride








Cycle September Global Bike Challenge

Leaderboards:

1. Individuals, including “Top Encourager”
2. Clubs/Groups
3. Workplace categories
 - 2000+ staff
 - 500-1999 staff
 - 200-499 staff
 - 50-199 staff
 - 20-49 staff
 - 7-19 staff
 - 3-6 staff

Challenge Leaderboard

200— 499 staff

POSITION	LOGO	COMPANY	POINTS
1 st		<u>BMO Harris Bank</u>	8,554
2 nd		<u>CDW- Madison</u>	7,245
3 rd		<u>Department of Safety and Professional Services</u>	5,898
4 th		<u>Thermo Fisher Scientific- Madison</u>	4,212
5 th		<u>Nordic Consulting Partners</u>	1,560

Cycle September

Regional Activities and Promotions

- June, July, August: Early bird drawings
- Week 1: Log a Ride
- Week 2: Encourage others to ride
- Week 3: Log a Ride
- Week 4: Share your stories and photos
 - Bike to Work Week:
September 21–27
- Week 5: Grand Prize drawing



LOVE TO RIDE CENTRAL MARYLAND

Cycle September

THE GLOBAL BIKE CHALLENGE

\$500
REGISTRATION PRIZE

Sign up before September 1 to be entered to win \$500 to spend at a local bike shop!

lovetoride.net/centralmd

The graphic includes a collage of six photos showing cyclists in various settings: a group of cyclists, a cyclist with a child on a stroller, a cyclist on a trail, a cyclist on a road bike, a cyclist on a mountain bike, and two cyclists celebrating on a trail.

Spreading the Word

Big Drive this Week!


- **BMC**
 - Email blasts, newsletter, social media, cross promotion, outreach to bike shops, clubs, advocacy groups
- **Member Jurisdictions**
 - County Executive newsletters
 - Social media, press releases, advertisements
- **MDOT**
 - MDOT SHA
 - MHSO - Partnerships, Resources, and Outreach Section



**BIKE TO WORK
WEEK 2020**
SEPTEMBER 21-27

Baltimore Metropolitan Council invites you to join us for Bike to Work Week from September 21 - 27

To keep riders safe, we're going virtual this year!



BE STREET WISE
BIKE SAFE
We're on this road together.

MDC MARYLAND DEPARTMENT OF TRANSPORTATION roads.maryland.gov/bikesafety

While gearing up for Cycle September and Bike to Work Week, check out these safety tips from MDOT!

Bike Safe. We're On this Road Together.



Resources

HOME MY PROFILE STORIES PRIZES RESULTS INFO

About Events Tips Where to Ride Resources Sponsors FAQ Bike Shops

Spread the word

Make sure everyone knows about Cycle September - the Global Bike Challenge!

Download the promo pack (pdf) with copy and ideas for promoting Cycle September at your workplace

 INVITE VIA FACEBOOK

 INVITE VIA TWITTER

 INVITE VIA EMAIL

Email/Intranet copy:

Subject: Remember, Remember... It's Cycle September!

Cycling can make you happier, healthier and wealthier and it makes our communities cleaner, greener and more liveable.

Sign up for Cycle September to join a fun, friendly global competition to get more people on bikes. It doesn't matter if you ride every day or you haven't been on a bike in years, everyone is invited and you only have to ride a bike for ten minutes to take part.

It only takes 30 seconds to register at lovetoride.net/centralmd

We can win amazing prizes for riding and encouraging, including bikes, gear, vouchers and much more.

lovetoride.net/centralmd?locale=en-US



Love to Ride Central MD Goals and Priorities

- + Increase ridership in the Central MD region
 - + 1,000 riders registered and logging rides during Cycle September
 - + 50 organizations
- + Encourage new and occasional riders
- + Encourage bicycling for recreation and essential trips
- + Promote bicycling as fun, safe, and doable for everyone!
- + If successful, explore options to fund programming for Bike Month in May and beyond

Central MD photos



A ride to social distant outdoor yoga. Namaste.
S Bailey



Frederick Douglass - a true inspiration
S Bailey



Jennifer Miller



Hanover street bridge - built in 1916 - looking good (Baltimore, MD)
S Bailey



Bike Trail on Hart-Miller Island
Molly Hoopes



Day Ride
Molly Hoopes



Bike Rental Sign on Hart-Miller Island (free rentals)
Molly Hoopes



Ala Moana Park Path Waikiki Beach
Joel Gallihue



Jericho Covered Bridge near Jerusalem, Harford County and Kingsvill...
Joel Gallihue

For more information:
lovetoride.net/centralmd

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@BALTOMETROCOUNCIL



@BALTIMORE METROPOLITAN COUNCIL



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