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
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

WANT TO RIDE WITH CONFIDENCE?

FLAT TYRE
NOT CONFIDENT

SAVE MONEY
GET FIT
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
Love to Ride Profile

Sheila Mahoney
Works at Baltimore Metropolitan Council

"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

ADD A RIDE
ADD A PHOTO
GOALS
INVITE FRIENDS
BADGES

I biked 2.8 miles on 08/23/2023 for transport to or from other destinations. 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
  - SHARE
  - COMMENT

- **Tyler Abbott** biked 5.0 miles for fun/fitness
  - TODAY
  - SHARE
  - COMMENT

- **Stephanie Langford** biked 16.7 miles for fun/fitness
  - TODAY
  - SHARE
  - COMMENT

- **Chris Tsien** biked 1.4 miles for fun/fitness
  - TODAY
  - SHARE
  - COMMENT

- **Justin Shultz** biked 15.9 miles for fun/fitness
  - TODAY
  - SHARE
  - COMMENT

- **Elizabeth Schultz** biked 10.0 miles for fun/fitness
  - TODAY
  - SHARE
  - COMMENT

- **Jenny Kelley** biked 18.2 miles for fun/fitness
  - TODAY
  - 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! :-)
Cycle September
Global (Workplace) Bike Challenge

Register on lovotoride.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.

- 1 mile = 1 point
- 1 day = 10 points
- Existing rider encouraged = 50 points
- New rider encouraged = 100 points
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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>LOGO</th>
<th>COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td><img src="image" alt="BMO Harris Bank Logo" /></td>
<td>BMO Harris Bank</td>
<td>8,554</td>
</tr>
<tr>
<td>2nd</td>
<td><img src="image" alt="CDW Logo" /></td>
<td>CDW- Madison</td>
<td>7,245</td>
</tr>
<tr>
<td>3rd</td>
<td><img src="image" alt="Department of Safety and Professional Services Logo" /></td>
<td>Department of Safety and Professional Services</td>
<td>5,898</td>
</tr>
<tr>
<td>4th</td>
<td><img src="image" alt="Thermo Fisher Scientific Logo" /></td>
<td>Thermo Fisher Scientific- Madison</td>
<td>4,212</td>
</tr>
<tr>
<td>5th</td>
<td><img src="image" alt="Nordic Consulting Partners Logo" /></td>
<td>Nordic Consulting Partners</td>
<td>1,560</td>
</tr>
</tbody>
</table>
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
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

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!

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

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

Facebook: INVITE VIA FACEBOOK
Twitter: INVITE VIA TWITTER
Email: 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 lovotoride.net/centralmd

We can win amazing prizes for riding and encouraging, including bikes, gear, vouchers and much more.
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
For more information: lovetoride.net/centralmd

Sheila Mahoney | Senior Transportation Planner
410-732-0500 x1008 | smahoney@baltometro.org | www.baltometro.org