Bike to Work Day

Everything You Ever (or Possibly Never) Wanted to Know about It

To: ICG on March 18, 2019
B2WD Through the Ages

• Created by League of American Bicyclists in 1956
• Promote the bicycle as a means of commuting
• Third Friday of May, which is National Bike Month
• “Started slowly, then tapered off.”
B2WD Adoption

- Davis, CA  1967?
- Boulder, CO  1974
- Austin, TX  1970s
- Portland, OR  1990
- San Francisco, CA  1994
- Baltimore, MD  1997
- San Diego, CA  1998
Greater Baltimore B2WD

- Inner Harbor 1998
- Annapolis 2000
- Bel Air 2001
- Towson 2003
- Columbia 2003
- Westminster 2007
Expansion/Explosion!

- More events in every jurisdiction
- Greater media interest
- Year-round project
- Better organization
B2WD Mission Statement

- Bike to Work Central Maryland is a regional initiative design to:
  - Host and support an annual Bike to Work Day event to encourage bicycle commuting.
  - Promote the use of bicycles as an everyday, viable, and safe mode of transportation.
  - Foster responsible cycling practices.
  - Educate and encourage bicyclists, motorists, and pedestrians to interact safely and cooperatively with one another.

And...
Mission Statement Continued

- Recognize and help remove obstacles to cycling.
- Celebrate existing bicycle commuters and programs.
- Ensure that cycling remains a fun, healthy, and sustainable activity in the Baltimore region.
BMC B2WD “UMBRELLA”

- Resources & Continuity
- Media Leverage
- 501 C3 Status
- Sponsorships
Local Organization

- Rideshare
- Bike-Pedestrian
- Volunteers
- Local Arrangements
- Local Sponsors
Locals Run Their Programs as They See Fit

• Harford County: 4 Events on 4 Days
• Carroll County: Noontime
• And Howard County?
Other Touches

- Bike *From* Work
- After-parties
Pit Stops
What Happens at a Pit Stop Doesn’t Stay at the Pit Stop
Prizes
And More Prizes
Still More Prizes
Severe Weather

• B2WD is rain or shine; however:
  • 2015 1st severe weather event
  • Written policy
  • Not a rain-date
  • Unadvertised
B2WD 2018

• RECAP (It’s What You’ve Been Waiting For)
Registration

2017: 2268

2018: 1828
Why?

• Weather
  o Cool & wet spring

• New registration
  o *Cleaner* numbers
  o Fewer multiple registrations

• Have we reached a plateau?
Sponsorships

- $23,000
- A new record
- Outstanding effort by coordinators
B2WD 2018 Images
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Future of B2WD

• Questions:
  o Stand-alone 501C3?
  o Consultant?
  o Queen Anne’s County?
  o Baltimore City too Downtown centric?
We Want You!
Bike to Work Day 2019 is

• Friday, May 17!
• Over 40 pit stops throughout the region!
• Fun, food, & prizes!
• Come join us!
Thank You!
For More Information

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