



Bike to Work Week 2025 Update

May 21, 2025



Registration Update

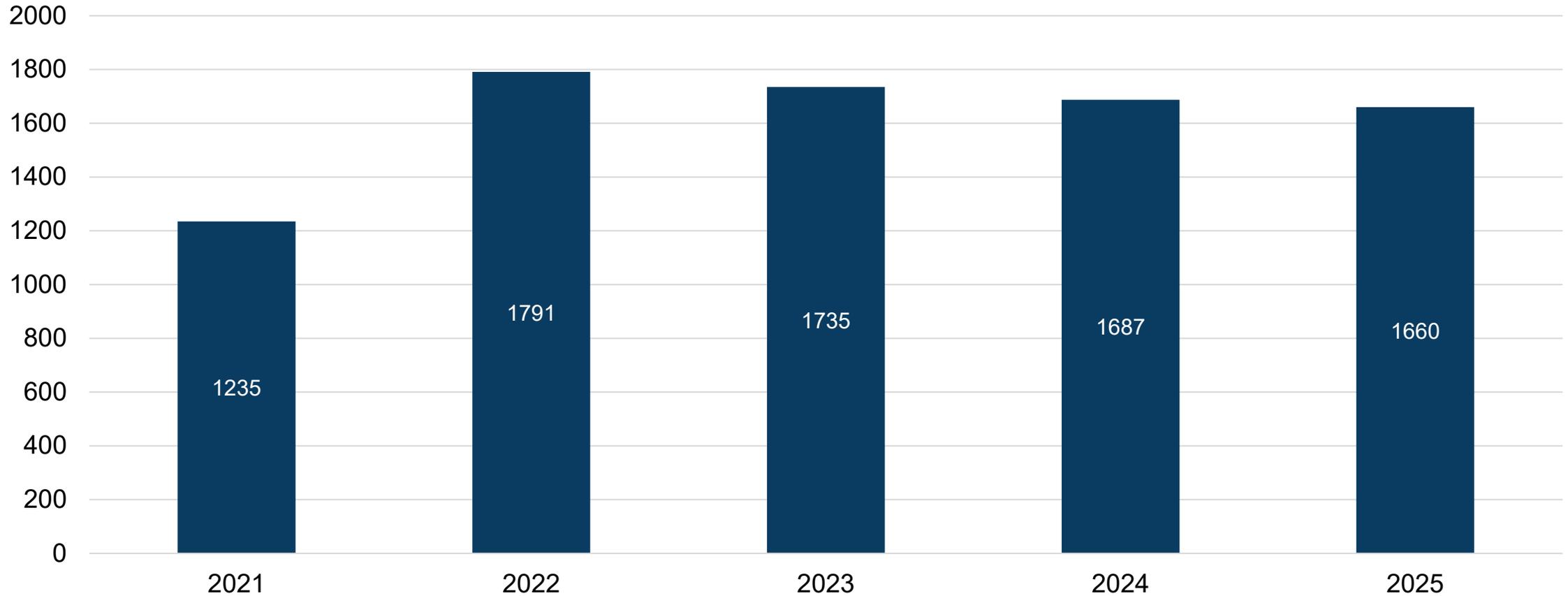
As of May 19 2025

County	Number Registered
Anne Arundel County	191
Baltimore City	805
Baltimore County	219
Carroll County	27
Harford County	120
Howard County	291
Queen Anne's County	7

Total: 1,660



Registrations by Year (2021-2025)

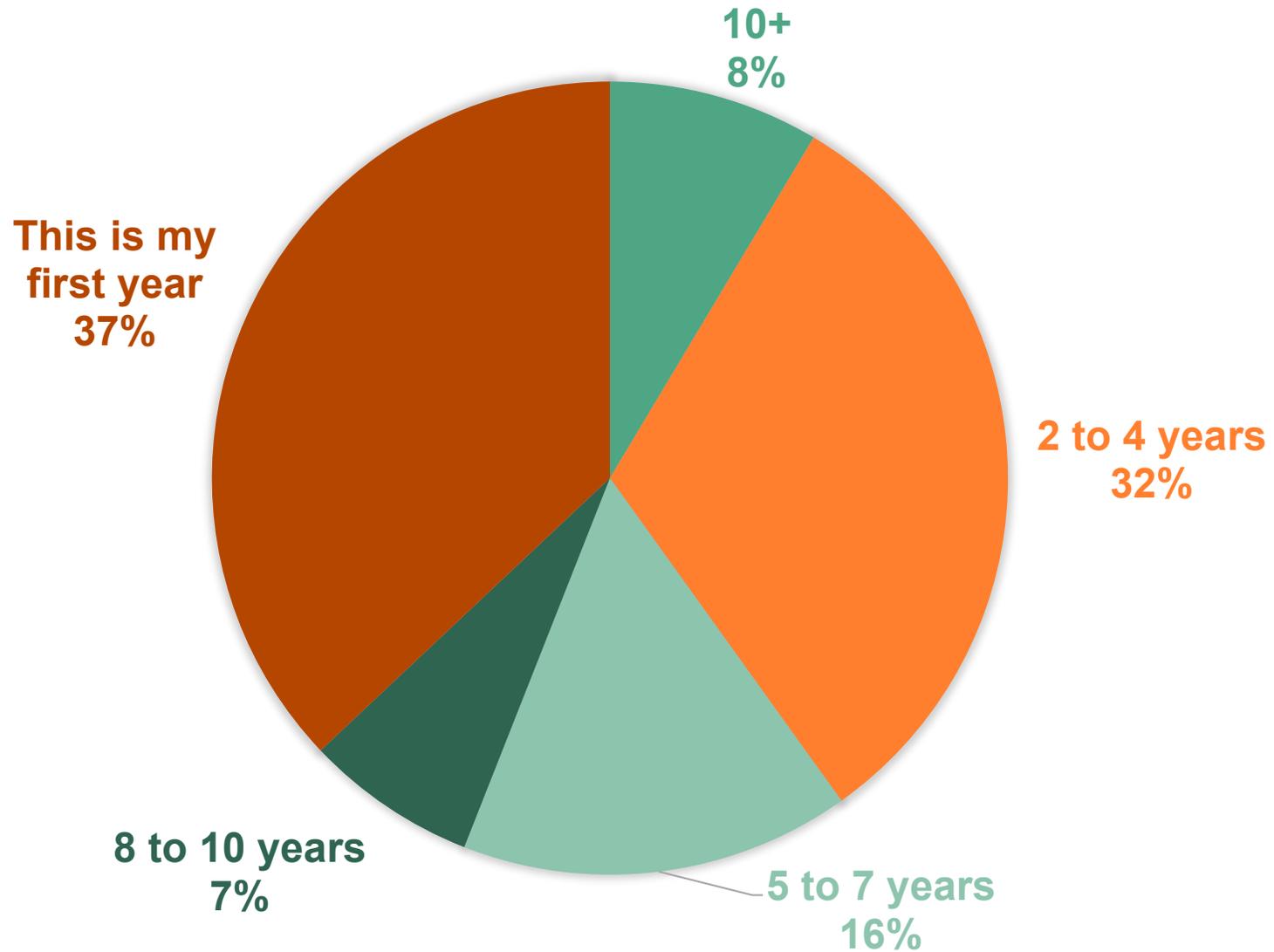


Registrations by County by Year (2021-2025)

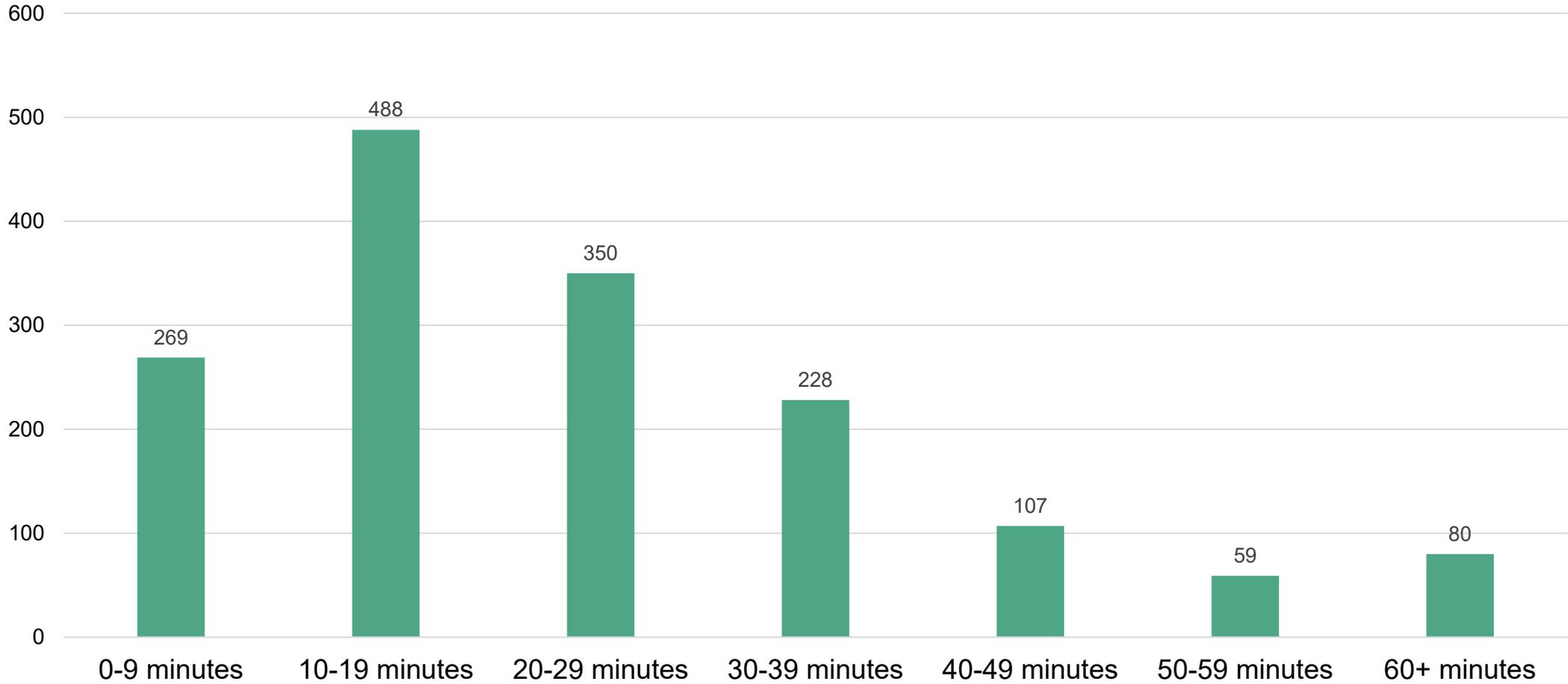


How Many Years Have Registrants Participated?

The majority of participants joined B2W after the COVID-19 pandemic began



Commute Time



Advertisements

Medium	Reach	Budget
WBALTV (Digital)	500,000 impressions	\$3000
Baltimore magazine (Digital)	100,000 impressions	\$1,500
Latin Opinion Baltimore (digital, Spanish)	23,000 monthly visitors	\$350
Social Media: Nextdoor + Facebook + Instagram	742,134 impressions	\$4037



Pitstops, Pickups, and Group Rides

- 21 celebratory events throughout the region including:
 - 12 in Baltimore City
 - 3 in Baltimore County
 - 2 in Harford County
 - 3 in Anne Arundel County
 - 1 in Howard County
- 18 bike store partner t-shirt pickup locations throughout the region
 - 6 in Anne Arundel!



Pitstops, Pickups, Group Rides, and Happy Hours



Pitstops, Pickups, Group Rides, and Happy Hours



For More Information

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