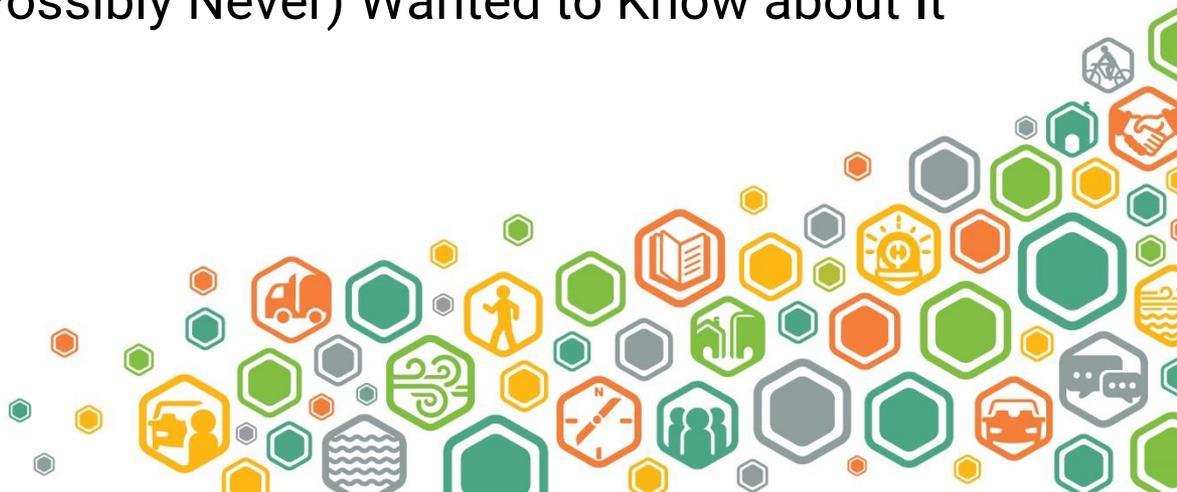




Bike to Work Day

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





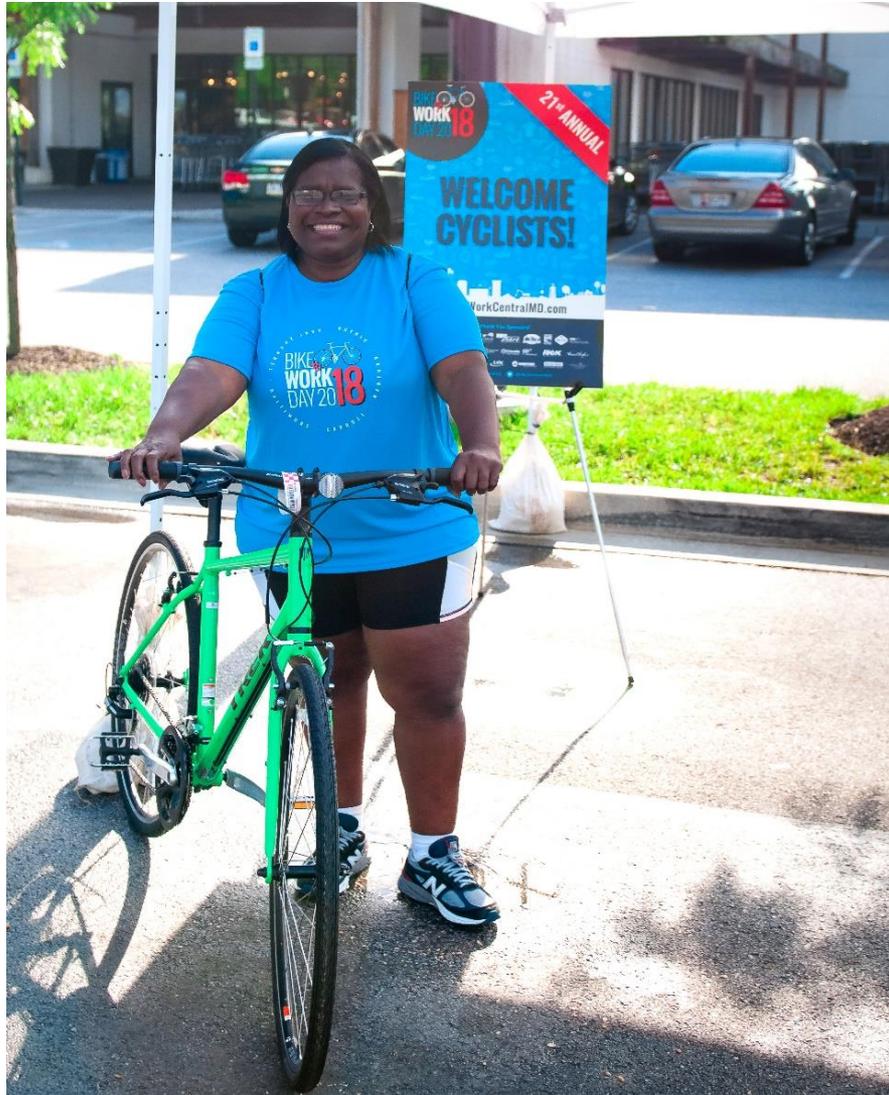


Prizes



And More Prizes





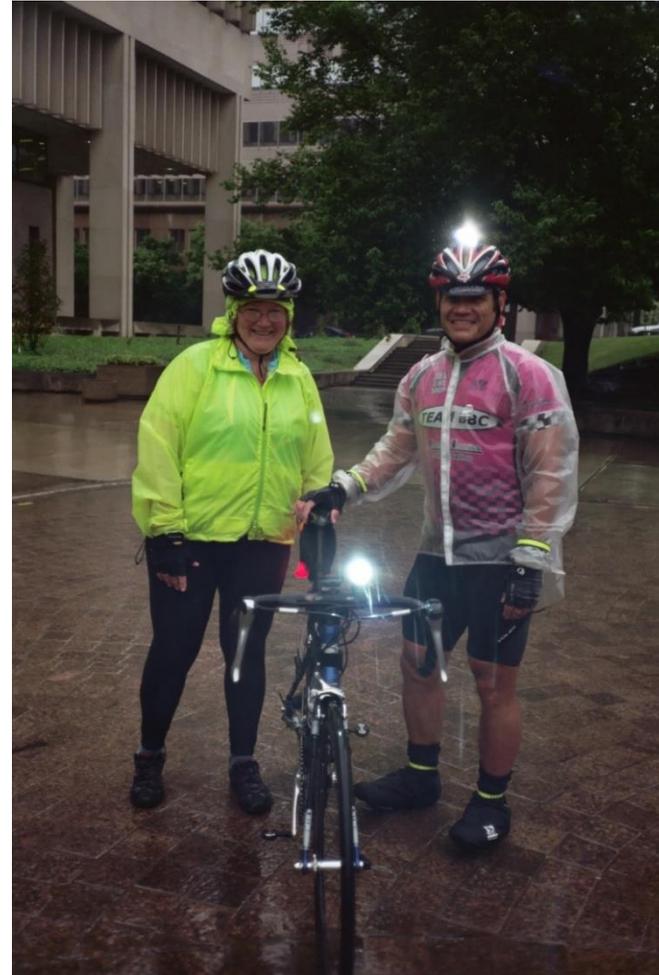
Still More Prizes





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
 - Cool & wet spring
- New registration
 - *Cleaner* numbers
 - Fewer multiple registrations
- Have we reached a plateau?



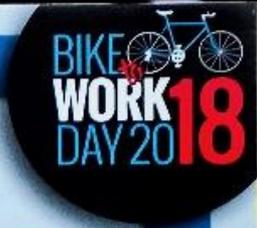
Sponsorships



- \$23,000
- A new record
- Outstanding effort by coordinators



Thank you sponsors



PLATINUM



CLEAN AIR PARTNERS DC-MD-VA



GOLD



MedStar Health

SILVER



Transportation Alliance



Howard Hughes



Columbia Association



Healthy Cecil
LIVE WELL. BE WELL.

BRONZE



DOWNTOWN PARTNERSHIP



B2WD 2018 Images



B2WD 2018 Images



B2WD 2018 Images



B2WD 2018 Images



B2WD 2018 Images



Future of B2WD



- Questions:
 - Stand-alone 501C3?
 - Consultant?
 - Queen Anne's County?
 - 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

Russ Ulrich | Bicycle & Pedestrian Coordinator

410-732-9575 | rulrich@baltometro.org | www.baltometro.org



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