

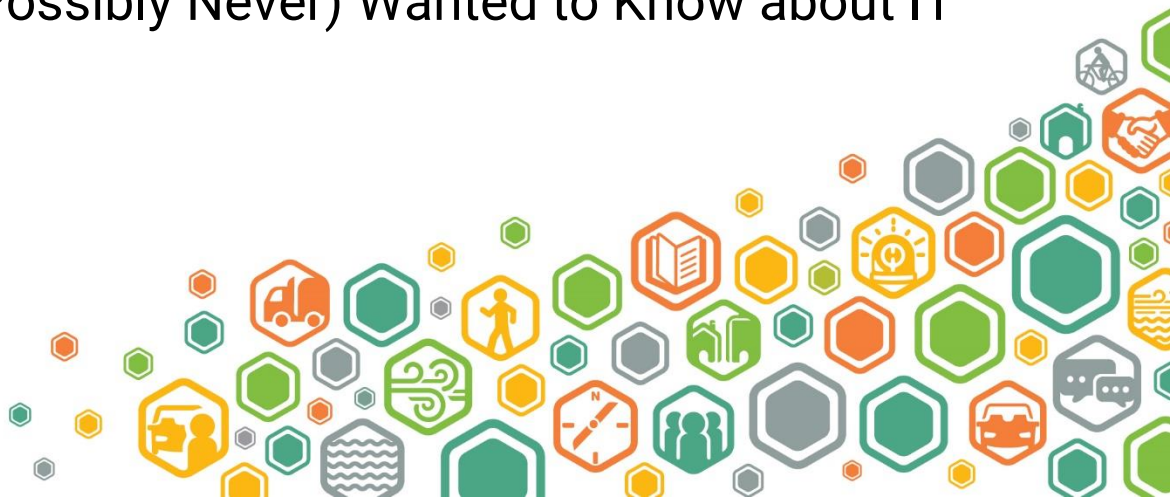


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## Bike to Work Day

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

*To: BPAG on July 18, 2018*



# 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 1<sup>st</sup> 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

BIKE  
WORK  
DAY 2018

PLATINUM



BALTIMORE  
METROPOLITAN  
COUNCIL

**dot**

DEPARTMENT OF TRANSPORTATION  
BALTIMORE CITY



CLEAN AIR  
PARTNERS  
DC-MD-VA

**RIPE**

CARPOOL/VANPOOL  
MATCHING SERVICE  
*Share*  
Serving Baltimore and Carroll Counties



GOLD



HOWARD  
COMMUTER  
SOLUTIONS



MedStar Health

SILVER



**RK&K**

REPRESENTATIVE OF THE BALTIMORE AREA



Transportation  
Alliance

**MMDT**  
MARYLAND DEPARTMENT  
OF TRANSPORTATION



Howard Hughes



Mid-Atlantic



Columbia  
Association



Healthy  
Harford



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**ADVANCED**  
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# 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!



# B2WD 2019 Kickoff



- **Wednesday, August 15, 2018  
1-3 PM at BMC**
- **Your chance to be one of the cool kids!**

# Thank You!





# For More Information

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