



Baltimore Regional Transportation Board

Bike to Work Week 2022

BPAG

July 20, 2022



Bike to Work Week 2022

1,800 registrants

50% increase

37% were first time participants



Bike to Work Week 2022

**25 pick up locations
&
16 local events,
including 9 pit stops**

**14 sponsors from around
the region**

**Together in-person after
two years mostly virtual**



Thank you to our sponsors

GOLD



SILVER



BRONZE

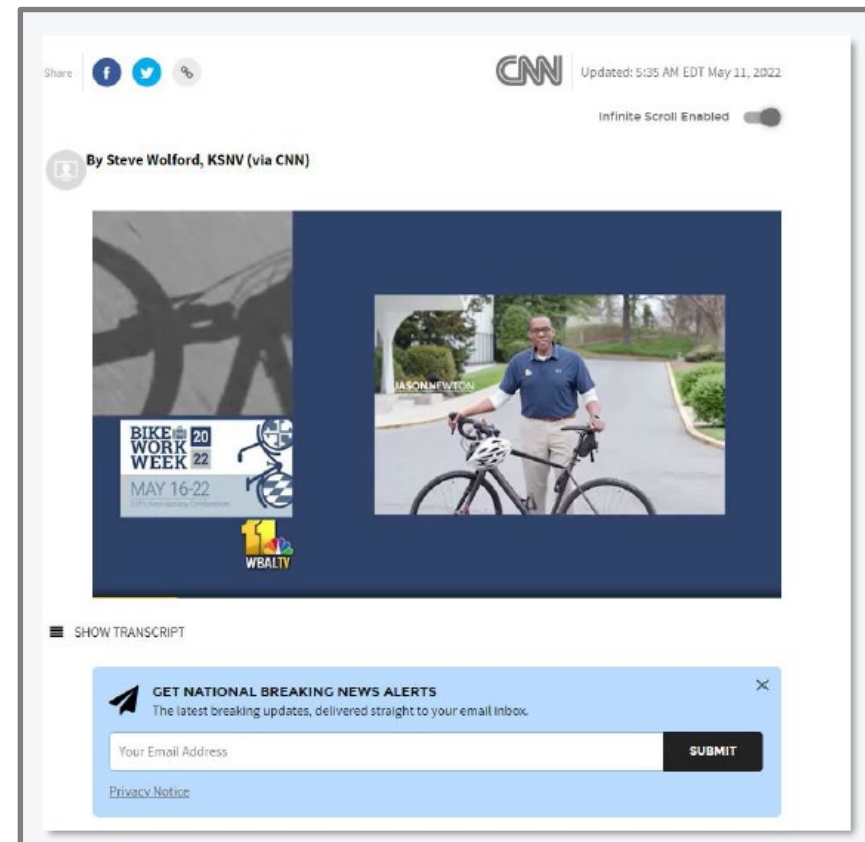
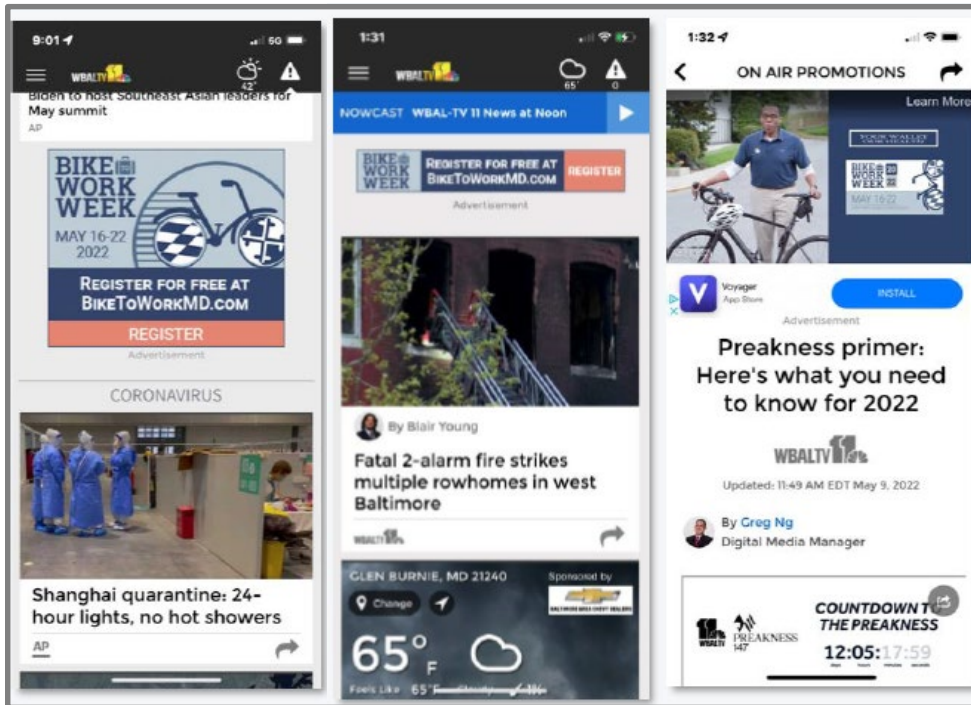


- Outlets across the state covered Bike to Work Week events

The image is a collage of three news articles. The top article is from the Carroll County Times, dated May 9, 2022, titled "25th annual Bike to Work celebration planned next week in Carroll County and beyond" by Madison Bateman. The middle article is from Harford County, dated May 20, 2022, titled "Bike to Work Day returns to in-person event in Harford County for its 25th year" by Jason Fontelleu. The bottom article is from The Southern Maryland Chronicle, dated May 20, 2022, titled "Remember, Bike to Work Next Week, Special Event at City Dock on May 18th" by EOA Staff. To the right of the bottom article is another article titled "Baltimore works to expand bicycle infrastructure as city celebrates Bike to Work Day" by Marcus Dieterle. This article includes a large graphic with the text "BIKE TO WORK WEEK May 16-22" and a photo of a group of people at a press conference. The bottom article also includes a social media share bar with buttons for Like, Tweet, and Save.

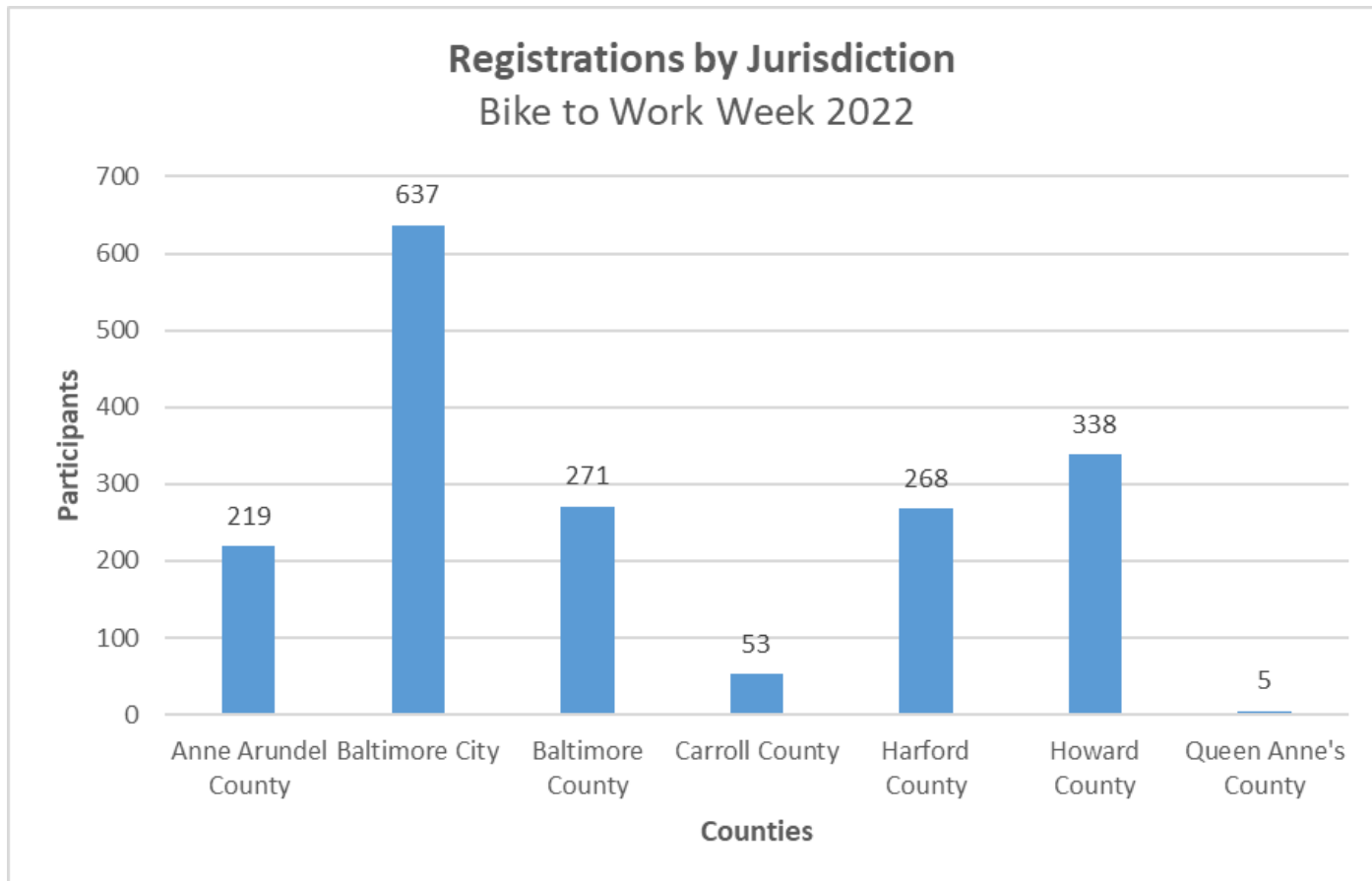
Advertising Campaign

- Partnership with WBALTV.com
- Over 630,000 impressions resulting from the advertising campaign



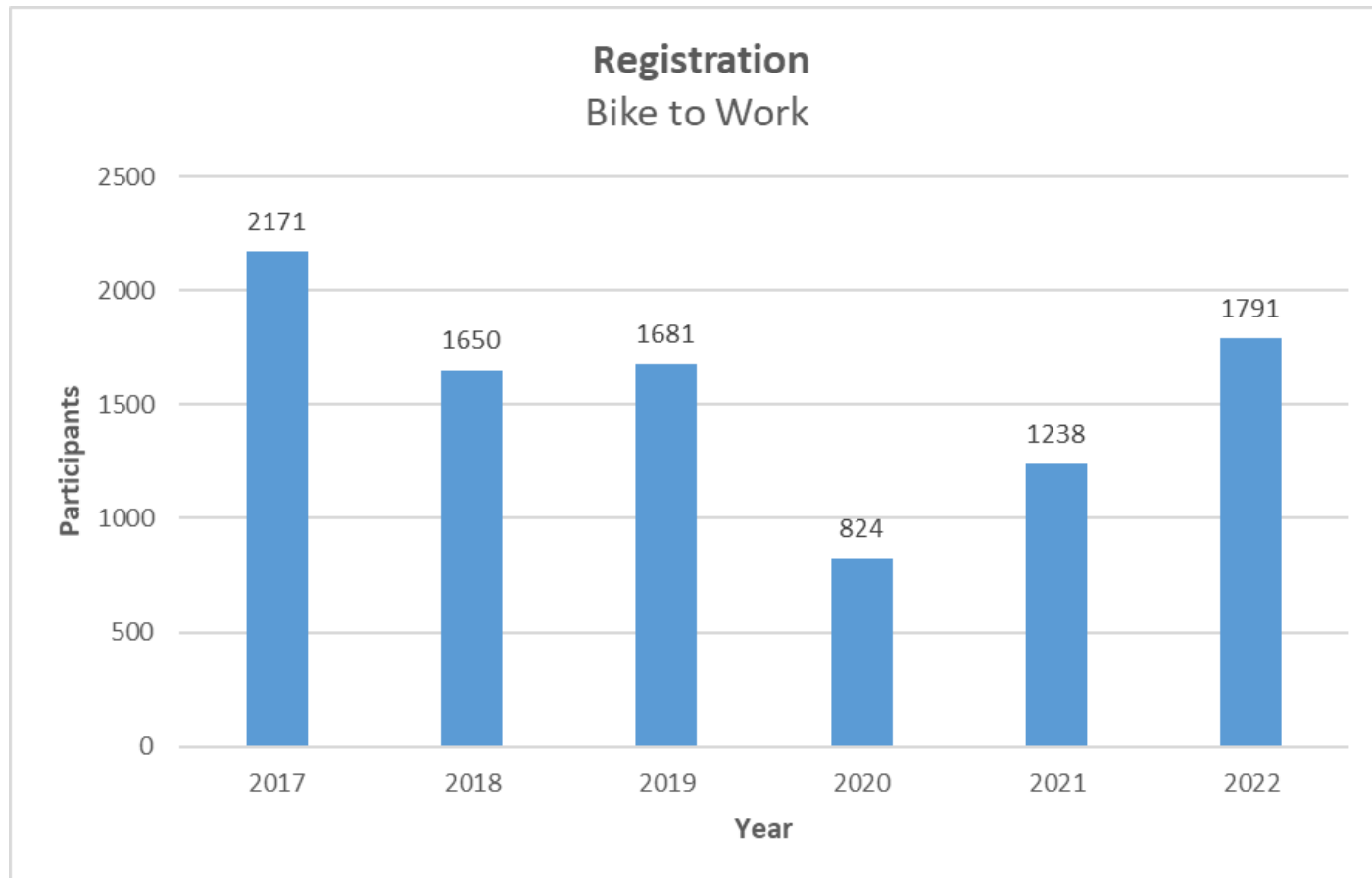
Bike to Work Week 2022

- Distribution of registrants by jurisdiction remains steady as compared to 2021 registrations



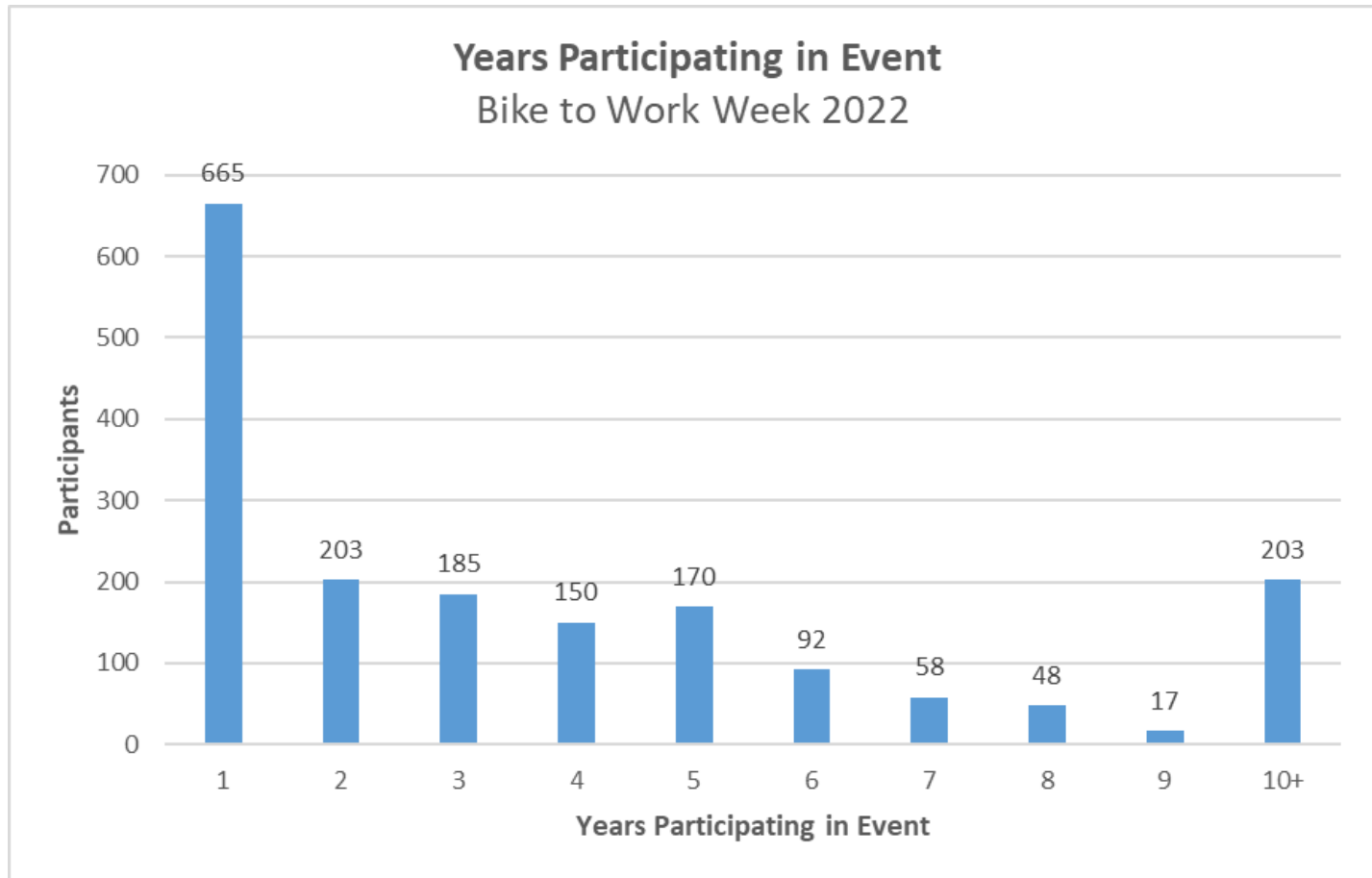
Bike to Work Week 2022

- First increase in registration numbers since the pandemic began
- Highest registration numbers since 2017

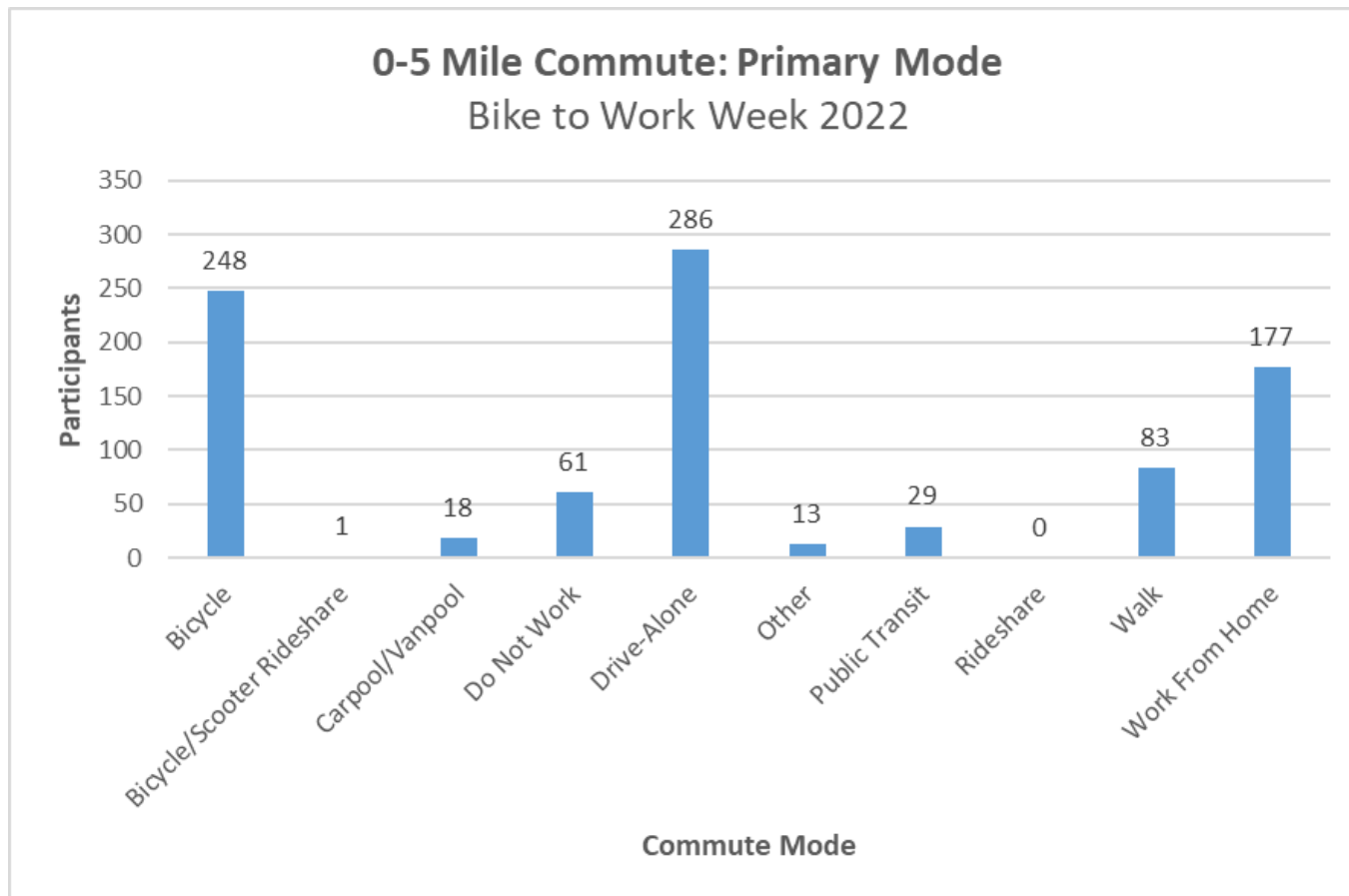


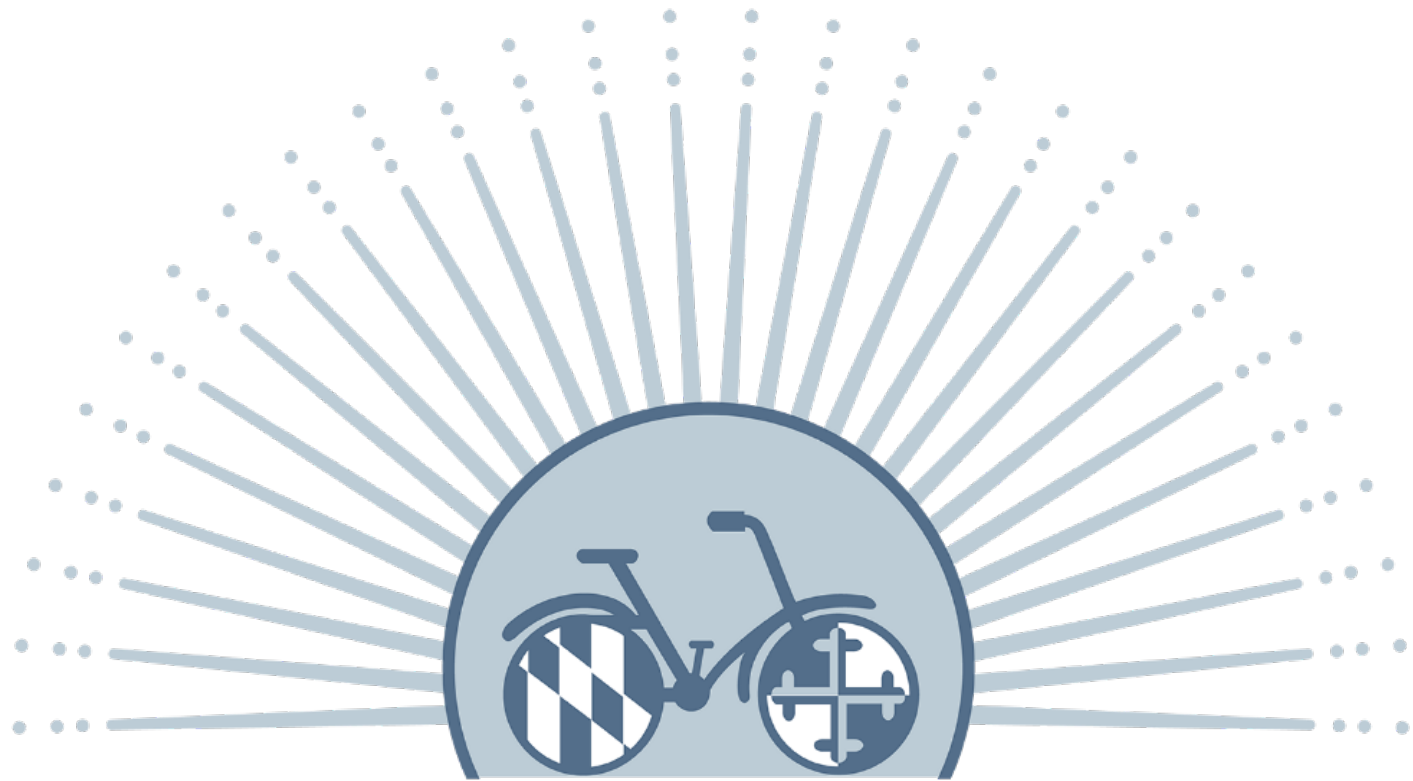
Bike to Work Week 2022

- 37% of 2022 registrants were participating for the first time
- Previous years ~20%



Bike to Work Week 2022





BIKE THERE!

2022

25th ANNIVERSARY
BIKE TO WORK WEEK

For More Information

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