



# Bike to Work Week 2024 Update

May 15, 2024



# Registration Update

As of May 13 2024

County	Number Registered
Anne Arundel County	192
Baltimore City	565
Baltimore County	208
Carroll County	31
Harford County	186
Howard County	268
Queen Anne's County	3

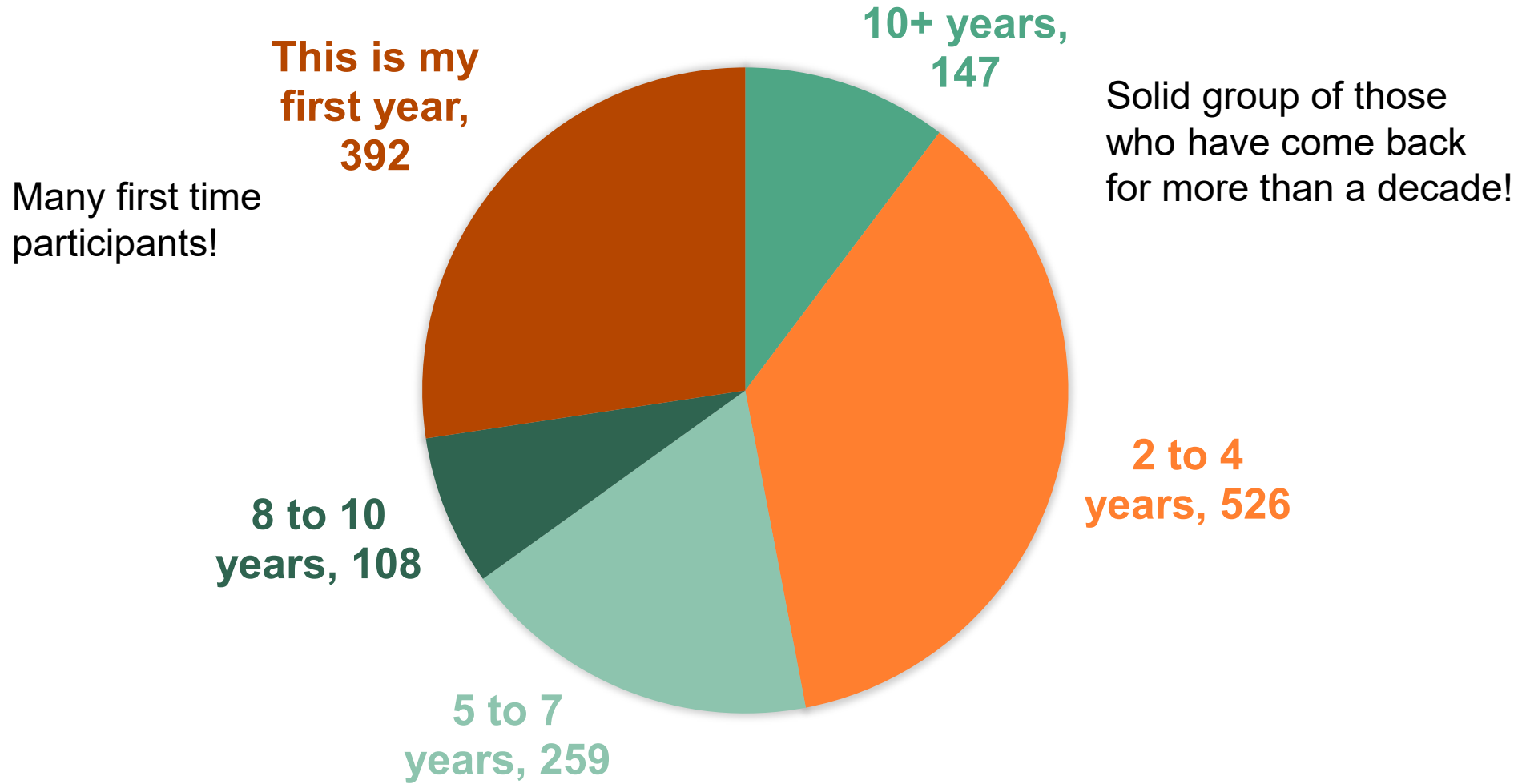
**Total: 1,453**



# Pitstops, Pickups, Group Rides, and Happy Hours

- **21 celebratory events throughout the region** (16 in 2023, 14 in 2022), **including:**
  - 11 Baltimore City
  - 4 in Baltimore County
  - 3 in Harford County
  - 2 in Anne Arundel,
  - 1 each Carroll, and Howard Counties
- **24 pick-up locations throughout the region with at least one in every jurisdiction.**

# How Many Years Have Registrants Participated?



# Advertisements

Medium	Reach	Budget
WYPR+WTMD (Radio + Digital)	50,000 digital impressions, 50,000 targeted email, 20 commercials WTMD, 2 weeks pre-roll WYPR streaming, 1 week WTMD digital billboard scroll	\$3,450
Baltimore magazine (Digital- sponsored email)	34,000 subscribers	\$950
Latin Opinion Baltimore (digital, Spanish)	23,000 monthly visitors	\$350
Social Media: Nextdoor + Facebook + Instagram	100,000+ estimated impressions, 10,000+ estimated clicks	\$750



