



## EMPLOYER PROFILE



**TIME, MONEY, AND MORALE:**  
THE BENEFITS OF ENCOURAGING BIKE  
COMMUTES THROUGH FREE, EMPLOYER-BASED  
ENCOURAGEMENT PROGRAMS

Pictured Above: Love To Ride Central Maryland stats and images from year-round events

Looking for ways to increase staff retention and productivity, attract better-qualified applicants, or improve worker loyalty and morale? Becoming a bike-friendly business could be your answer. Multiple studies confirm that promoting bike commuting results in all these rewards and more.

The Baltimore Metropolitan Council (BMC) has worked on two major cycling initiatives in the past year. Although the traditional Bike to Work Day originally scheduled in May 2020 was moved to September, BMC hosted a virtual Bike to Work Week for 950 participants to encourage activity while remaining socially distanced. In addition, BMC has also organized monthly events such as Cycle September, a fun, friendly, and free competition between workplaces, clubs, and individuals to see who can get the most people cycling in September – especially new riders.

Love to Ride Central Maryland, another BMC initiative, is an online platform that aims to get more people cycling by overcoming barriers to cycling as well as personalized messaging, a point-based incentives system, and prizes. BMC and its member jurisdictions offer a year-round program of cycling encouragement and prize contests through Love to Ride Central Maryland. Participation on the platform provides wellness, sustainability, transportation, and team building programming for employers, environmental benefits for the region, and health benefits for the riders. Registration with Love to Ride Central Maryland is free to the first fifty companies to sign up and free to all riders. More information, including registration, can be found at [lovetoride.net/centralMD](http://lovetoride.net/centralMD).

Learn how your company can offer a cost-free, high-value benefit to staff through cycling encouragement programs in the region. Employer participation can be as simple as distributing emails and articles provided by a local TDM Coordinator, or as robust as sponsoring a regional event or inter-agency challenge. At any level of involvement, you'll support a healthier and happier workforce who are more creatively engaged and motivated.

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