



# 2020 PROGRAM WRAP-UP

Even without big crowds or events, Bike Charlotte 2020 arguably made a positive impact on local bicycling. Though its new and improved web and social media presence, engaging content, and a new directory of virtual ride maps, Bike Charlotte has showcased the approachability, diversity, and possibilities of bicycling in Charlotte, and provided a foundation for the program's future.

The program's new website, [bikecharlotte.org](http://bikecharlotte.org) established a year-round, accessible, and user-friendly home for Bike Charlotte. Website page views topped 1100 during the three week Virtual Bike Charlotte event (October 16 - November 8) — even without an events calendar! Original content, such as articles and routes, drove more than 70% of site traffic.

Social media audiences doubled for Bike Charlotte between March and November, providing the program with an additional, 365-day opportunity to educate and encourage local cyclists.

Bike Charlotte's first class of Charlotte Bicycling Legends celebrated the diversity of the City's cycling community. This year, 10 Legends were recognized through a series of unique articles that were featured on the program's website and social media, and proved to be some of the most engaged-with content.

The protracted postponement of in-person events and group gatherings provided the unanticipated opportunity to quadruple the total span for engagement with Bike Charlotte. Audiences participated with us virtually — via web, social, and virtual events — from April through November!

Bike Charlotte's official "gone virtual" announcement netted positive news coverage for the program from October 18 through November 1, 2020. Interviews, links to the Virtual Rides page, and/or the [bikecharlotte.com](http://bikecharlotte.com) appeared in Charlotte Agenda, Charlotte Weekly, QC Life, WBT Radio, and WBTv.com.

Bike Charlotte's "Virtual Rides" now hosts 30 vetted route maps, sourced by CDOT team members, local cycling industry representatives, and our first class of Legends. This online catalog provides an all-new cycling resource to promote connectivity and discovery by bike.

# 2020 SNAPSHOT

**BIKE CHARLOTTE**

EST. 2000

**bikecharlotte.org**

**5900**

sessions

March 1 - now

**70%**

viewed  
original  
content

New site is a year-round home for bike related content.

**2x**

social  
media  
growth

**1998** likes\*

\* 906 new

**170**  
posts

**3841**  
engagements



FACEBOOK

**568** followers\*

\* 300 new

**101**  
posts

**1995**  
engagements



INSTAGRAM

**30**

VIRTUAL  
ROUTES

highlights  
connectivity

CHARLOTTE

**BICYCLING LEGEND**

**10**  
LEGENDS

celebrates  
diversity