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 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 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

1998 likes*
* 906 new
170 posts
3841 engagements

1998 likes*
* 906 new
170 posts
3841 engagements

1998 likes*
* 906 new
170 posts
3841 engagements

568 followers*
* 300 new
101 posts
1995 engagements

Instagram

568 followers*
* 300 new
101 posts
1995 engagements

568 followers*
* 300 new
101 posts
1995 engagements

30 VIRTUAL ROUTES

highlights connectivity

BICYCLING LEGEND
LEGENDS

10 LEGENDS

celebrates diversity

C H A R L O T T E

BICYCLING LEGEND

10 LEGENDS

celebrates diversity